

Archives Of Falconry Inc

Executive Director / CEO

June 10, 2026

This analysis benchmarks the total compensation of **John M Goodell, Executive Director / CEO** (\$97,276) against **every comparable organization** that fit the selection criteria — **21** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **100th** percentile of comparable organizations above the 90th percentile — board review recommended

Benchmarked executive: John M Goodell — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (D99).

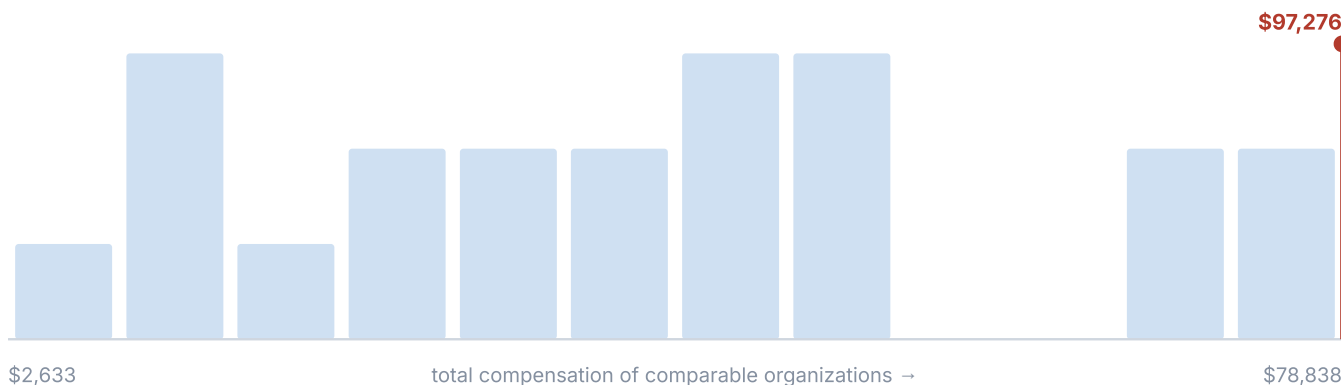
BUDGET Total revenue between \$309,764 and \$693,502 — 0.67x to 1.50x the subject's \$462,335 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (D99), nationwide + budget 0.67–1.5x revenue.

21 organizations qualified on sector, size, and geography

→ **21** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,447	\$25,433	\$40,016	\$51,253	\$69,362	\$97,276
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● Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to ID cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Old Dominion Humane Society	VA	\$459,875	President	\$28,500	\$25,868	2024
Tails For Life Inc	WI	\$457,673	Director	\$12,678	\$12,447	2024
Save A Life Pet Rescue Inc	FL	\$478,316	President	\$28,800	\$25,433	2024
Pack Leaders Rescue Of Ct Inc	CT	\$498,930	President	\$50,000	\$44,069	2024
4e Kennels Healing Hearts Inc	NV	\$408,217	President	\$71,500	\$69,362	2023
The Akc Humane Fund Inc	NY	\$532,353	President	\$58,753	\$49,907	2024
Elder Pet Care	CO	\$382,149	President	\$2,921	\$2,633	2024
Cats Of San Bernardino	CA	\$376,854	Vice President	\$86,565	\$75,308	2022
Save One Soul Animal Rescue League	RI	\$556,992	Executive Director/president	\$56,911	\$52,814	2023
Ruth Steinert Memorial Spca	PA	\$367,298	Shelter Mana	\$42,687	\$40,016	2024
Carson City Cares Inc	NV	\$344,255	President	\$15,400	\$14,940	2023
Grass Roots Rescue Society	DE	\$580,792	Director	\$43,004	\$39,583	2024
Hec Hooves Of Joy Inc	WI	\$333,687	Treasurer	\$78,000	\$78,838	2023
Paws & Pals	MO	\$329,954	Ceo	\$50,000	\$51,253	2023
Tailored Rides Equine Assisted Therapy Inc	TX	\$327,165	Executive Director	\$18,950	\$18,346	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Lucks Rescue Inc	GA	\$326,475	President	\$10,385	\$9,816	2024
Wagging Tails Rescue	NV	\$324,734	Executive Di	\$72,230	\$68,060	2024
Animalluvr's Dream Rescue Inc	FL	\$313,312	President	\$30,000	\$28,393	2022
Kentucky Thoroughbred Owners & Breeders	KY	\$670,579	Executive Director	\$43,562	\$42,861	2025
America's Wildlife Association For	DC	\$682,378	Executive Di	\$54,181	\$44,694	2024
Rusty S Angels Sanctuary	AZ	\$682,656	Founding President/executive Director	\$37,734	\$34,114	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to ID cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to ID cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

■ Sample, role match & sensitivity

PEER COUNT	21 organizations. Compensation range \$2,633–\$78,838; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$462,335); for reference, expenses \$773,977 and assets \$18,390,409. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	John M Goodell, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	3 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	100 th
Total compensation (D + F), as reported (no adjustments)	100 th
Reportable pay only (column D), adjusted	100 th
All sources (D + E + F), adjusted	86 th

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (John M Goodell) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 10, 2026, comparing compensation against 21 similarly situated organizations (Same NTEE sector (D99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$97,276 is reasonable (approximately the 100th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 10, 2026.