

Pet Central Helps

Executive Director / CEO

This analysis benchmarks the total compensation of **Lisa Kitchens, Executive Director / CEO** (\$53,000) against **every comparable organization** that fit the selection criteria — **19** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **68th** percentile of comparable organizations within the typical range

Benchmarked executive: Lisa Kitchens — reported title “PRESIDENT”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (D20).

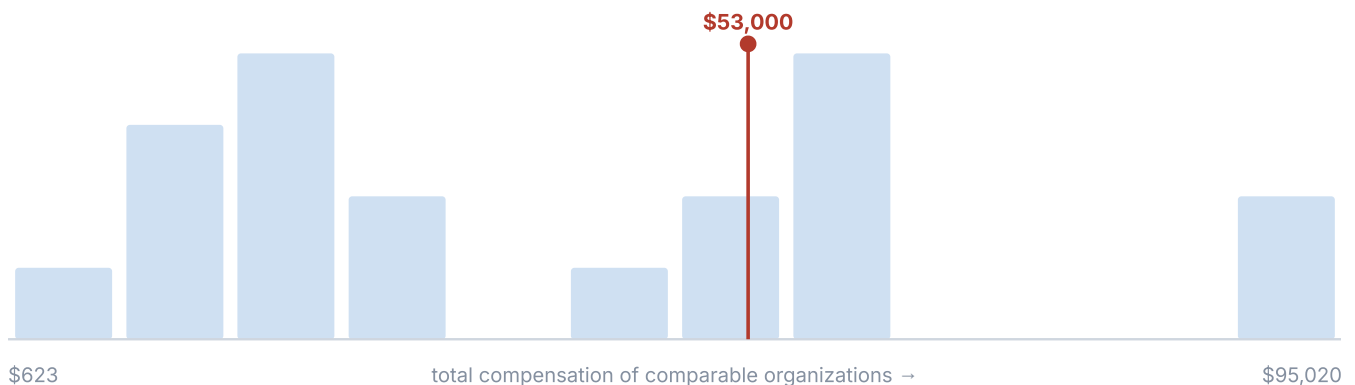
BUDGET Total revenue between \$303,128 and \$678,645 — 0.67x to 1.50x the subject's \$452,430 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (D20) + IL + budget 0.67–1.5x revenue.

19 organizations qualified on sector, size, and geography

→ **19** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$12,943	\$20,383	\$27,366	\$56,691	\$68,248	\$53,000
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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 IL 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
Bright Promises Foundation	IL	\$461,402	Executive Director	\$109,992	\$95,020	2024
Touched By An Animal	IL	\$437,442	Executive Director	\$72,853	\$62,936	2024
Macoupin County Adopt A Pet	IL	\$472,529	Vp & Executive Director	\$23,400	\$20,215	2024
Trio Animal Foundation	IL	\$419,671	President/di	\$103,600	\$89,498	2024
Alive Rescue Nfp	IL	\$487,183	President	\$63,846	\$56,785	2023
Illinois Valley Animal Rescue	IL	\$414,708	Executive Dir.	\$15,640	\$13,511	2024
Rubys Rescue & Retreat Nfp	IL	\$490,727	President	\$67,400	\$58,226	2024
Roscoe Animal Retreat	IL	\$412,847	Secretary	\$23,107	\$20,551	2023
Red Door Animal Shelter	IL	\$492,442	President	\$25,250	\$22,457	2023
Determined To Rise Animal Foundation	IL	\$410,735	Executive Director	\$18,000	\$16,009	2023
On Angels Wings Inc	IL	\$520,078	Executive Director	\$58,520	\$50,554	2024
Paws And Claws Rescue Inc	IL	\$375,174	Cat Care Manager	\$45,000	\$40,023	2023
Assisi Animal Foundation	IL	\$351,325	Executive Dir.	\$30,000	\$25,248	2025
Hooved Animal Rescue & Protection Society	IL	\$331,630	President	\$63,635	\$56,597	2023
Kamins Farm Sanctuary	IL	\$319,817	Executive Di	\$58,000	\$50,105	2024
Humane Society Of Southern Illinoispca Inc	IL	\$314,265	Shelter Manager	\$23,970	\$20,707	2024
Tiny N Tall Rescue Inc	IL	\$604,040	Director	\$30,769	\$27,366	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
International Association For Animal	IL	\$604,923	President	\$700	\$623	2023
Reach Rescue Inc	IL	\$657,578	Vice President	\$12,000	\$10,673	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IL cost of living and 2021 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 IL 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 19 organizations. Compensation range \$623–\$95,020; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$452,430); for reference, expenses \$432,696 and assets \$241,639.

ROLE MATCH Lisa Kitchens, reported title "*PRESIDENT*", benchmarked as Executive Director / CEO. The title maps directly to this role.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	68th
Total compensation (D + F), as reported (no adjustments)	58th
Reportable pay only (column D), adjusted	68th
All sources (D + E + F), adjusted	68th

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 (Lisa Kitchens) 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 19 similarly situated organizations (Same NTEE sector (D20) + IL + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$53,000 is reasonable (approximately the 68th 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.