

# Value Unconditional Inc

Executive Director / CEO

EIN 824417079  
 MO · NTEE P62  
 FY ending 2024-12-31  
**June 9, 2026**

This analysis benchmarks the total compensation of **Geony Rucker, Executive Director / CEO** (\$91,489) against **every comparable organization** that fit the selection criteria — **27** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

**Compensation sits at approximately the 81<sup>st</sup> percentile of comparable organizations**

within the typical range

**Benchmarked executive:** Geony Rucker — 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 (P62).

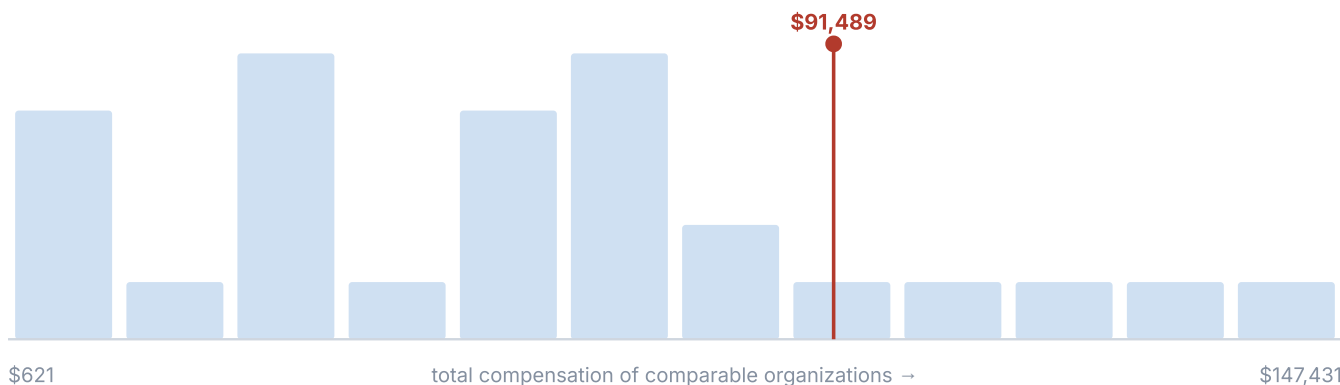
**BUDGET** Total revenue between \$159,928 and \$358,048 — 0.67x to 1.50x the subject's \$238,699 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (P62), nationwide + budget 0.67–1.5x revenue.

**27** organizations qualified on sector, size, and geography

→ **27** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$10,834

\$29,551

\$56,546

\$76,424

\$109,997

**\$91,489**



## ● 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 MO 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
<a href="#">Womensv</a>	CA	\$238,460	Chair/exec. Dir	\$102,120	<b>\$83,256</b>	2024
<a href="#">Dark Horse Global Inc</a>	AZ	\$239,253	Pres	\$12,153	<b>\$11,361</b>	2023
<a href="#">Un-shackled By Love</a>	KY	\$237,823	Director	\$32,500	<b>\$32,967</b>	2024
<a href="#">Lubbock Victim Assistance Services</a>	TX	\$240,527	Executive Director	\$156,103	<b>\$147,431</b>	2024
<a href="#">Texas Victim Services Association Inc</a>	TX	\$231,456	Director	\$70,200	<b>\$68,259</b>	2023
<a href="#">Sheared Inc Db a Healing Tree</a>	NY	\$231,353	Executive Director	\$59,961	<b>\$52,667</b>	2023
<a href="#">Hancock County Child Advocacy</a>	IN	\$246,201	Executive Di	\$69,961	<b>\$69,657</b>	2024
<a href="#">Sycamore Farm Ky Inc</a>	KY	\$230,031	Director	\$30,572	<b>\$31,011</b>	2024
<a href="#">Rahab's Daughters</a>	IL	\$266,865	Executive Director	\$55,057	<b>\$52,614</b>	2023
<a href="#">Re-fined</a>	CO	\$208,677	Executive Di	\$73,528	<b>\$66,567</b>	2024
<a href="#">Families Of Slain Children Incorporated</a>	FL	\$206,987	Founder	\$700	<b>\$621</b>	2024
<a href="#">First Steps To Heal Incorporated</a>	NY	\$270,464	Vp/secretary	\$127,665	<b>\$108,919</b>	2024
<a href="#">Oklahoma Interviewing Services Inc</a>	OK	\$270,589	Executive Director	\$2,500	<b>\$2,599</b>	2024
<a href="#">I-5 Freedom Network</a>	CA	\$203,039	Executive Director	\$32,890	<b>\$26,123</b>	2025
<a href="#">Victims Inc</a>	NH	\$202,250	Exec Directo	\$53,745	<b>\$48,238</b>	2023
<a href="#">Speak Your Truth Today</a>	CA	\$194,213	President	\$12,320	<b>\$10,044</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Warehouse Nj</a>	NJ	\$186,983	Founder, Executive Director	\$35,000	<b>\$29,504</b>	2024
<a href="#">3 A Bereavement Foundation</a>	TX	\$179,499	Non Voting Board Mbr	\$31,338	<b>\$29,597</b>	2024
<a href="#">Childs Place</a>	MN	\$300,860	Executive Director	\$76,701	<b>\$73,670</b>	2023
<a href="#">Faith In Girls Inc</a>	CA	\$164,735	Project Director	\$28,000	<b>\$22,828</b>	2024
<a href="#">Lila Mae's House</a>	IA	\$319,375	Executive Director	\$67,538	<b>\$69,820</b>	2024
<a href="#">Copper River Basin Child Advocacy Center</a>	AK	\$320,713	Executive Dir.	\$85,200	<b>\$79,178</b>	2023
<a href="#">The Child Advocacy Center Of Carroll County</a>	NH	\$321,856	Executive Director	\$103,279	<b>\$92,698</b>	2023
<a href="#">Swainqualla Safe Inc</a>	NC	\$336,530	Executive Director	\$57,963	<b>\$56,546</b>	2024
<a href="#">Anti-human Trafficking Intelligence</a>	NC	\$341,891	Founder / Chief Executive	\$114,411	<b>\$111,615</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MO 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 MO 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](https://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT	27 organizations. Compensation range \$621–\$147,431; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$238,699); for reference, expenses \$195,462 and assets \$215,048.
ROLE MATCH	Geony Rucker, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.

**OUTLIERS** 1 peer fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	81 <sup>st</sup>
Total compensation (D + F), as reported (no adjustments)	78 <sup>th</sup>
Reportable pay only (column D), adjusted	78 <sup>th</sup>
All sources (D + E + F), adjusted	81 <sup>st</sup>

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 (Geony Rucker) 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 9, 2026, comparing compensation against 27 similarly situated organizations (Same NTEE sector (P62), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$91,489 is reasonable (approximately the 81<sup>st</sup> 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 9, 2026.