

# Veteran's Advocacy Alliance Inc

Executive Director / CEO

EIN 834033824

VA · NTEE W30

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Jessica Rizer, Executive Director / CEO** (\$70,301) against **every comparable organization** that fit the selection criteria — **79** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **61<sup>st</sup>** percentile of comparable organizations

within the typical range

**Benchmarked executive:** Jessica Rizer — reported title "Vice President", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

**SECTOR** Organizations sharing the subject's NTEE classification (W30).

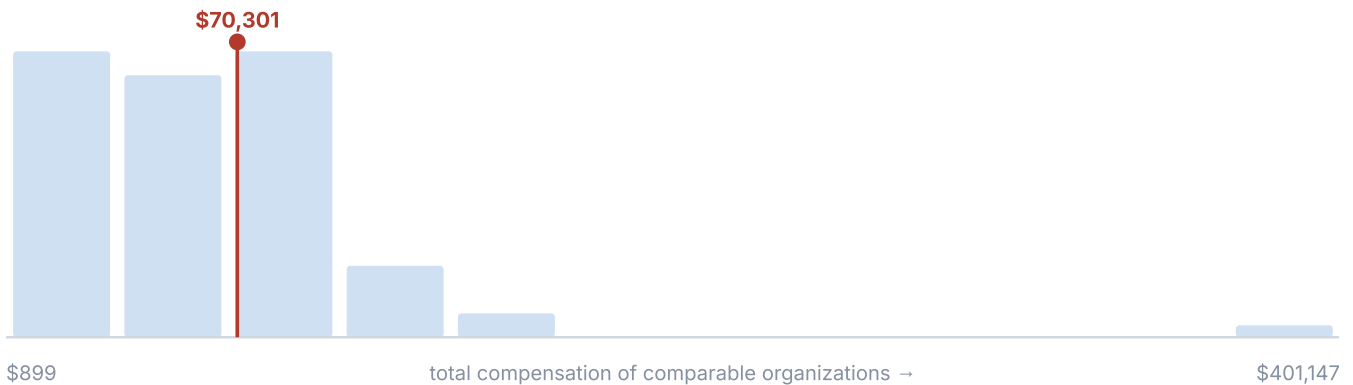
**BUDGET** Total revenue between \$333,825 and \$747,370 — 0.67x to 1.50x the subject's \$498,247 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (W30), nationwide + budget 0.67–1.5x revenue.

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

→ **79** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,063	\$21,254	\$58,947	\$80,072	\$104,018	\$70,301
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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 VA 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="#">American Military Family Inc</a>	CO	\$493,976	Founder/ceo	\$76,397	<b>\$75,870</b>	2024
<a href="#">Talons Reach Foundation Inc</a>	MT	\$493,351	President	\$18,462	<b>\$20,611</b>	2024
<a href="#">Modern Warrior Live</a>	OH	\$503,699	Executive Vi	\$48,000	<b>\$52,654</b>	2024
<a href="#">The Veteran's Advocacy Foundation Inc</a>	MO	\$489,382	President And Executive Director	\$57,865	<b>\$65,350</b>	2023
<a href="#">The United States Armor Association</a>	GA	\$481,890	Executive Di	\$72,000	<b>\$74,978</b>	2024
<a href="#">Service Dogs For Veterans</a>	SC	\$521,290	President	\$68,333	<b>\$73,832</b>	2024
<a href="#">Jerry Ambrose Veterans Council Of Mohave County</a>	AZ	\$475,017	President	\$2,550	<b>\$2,540</b>	2024
<a href="#">Department Of Alabama Veterans Of Foreign Wars</a>	AL	\$525,504	Adjutant	\$45,000	<b>\$50,350</b>	2024
<a href="#">Navy League Of The Us-honolulu Council</a>	HI	\$469,792	Executive Director/national Director	\$96,211	<b>\$89,212</b>	2024
<a href="#">Angel Force Usa</a>	CA	\$467,001	President	\$19,000	<b>\$17,494</b>	2023
<a href="#">Take A Vet Fishing Nfp</a>	FL	\$466,907	President	\$50,000	<b>\$50,084</b>	2023
<a href="#">Captain Erick Foster Memorial Ride</a>	PA	\$529,637	Executive Director	\$82,548	<b>\$85,257</b>	2024
<a href="#">National Guard Association Of Sc</a>	SC	\$465,989	Executive Director	\$80,000	<b>\$86,438</b>	2024
<a href="#">Wisconsin Veterans Network Inc</a>	WI	\$462,596	Executive Dir.	\$68,992	<b>\$74,624</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Commodore Denig American Legion</a>	OH	\$462,253	Adjutant	\$2,400	<b>\$2,633</b>	2024
<a href="#">23rd Veteran</a>	MN	\$461,910	Executive Director	\$85,800	<b>\$87,805</b>	2024
<a href="#">Skeleton Crew Adventures</a>	TX	\$459,641	Director Of	\$47,017	<b>\$50,149</b>	2023
<a href="#">Veterans Of Foreign Wars Of The Us</a>	MS	\$537,827	Commander	\$800	<b>\$899</b>	2025
<a href="#">Vets Helping Heroes Inc</a>	FL	\$546,501	Executive Director	\$91,253	<b>\$86,496</b>	2025
<a href="#">The Veterans' Place Inc</a>	VT	\$547,509	Prog/admin M	\$71,135	<b>\$74,154</b>	2024
<a href="#">American Legion Carl Neff Post 571</a>	PA	\$547,985	Secretary/treas	\$5,200	<b>\$5,530</b>	2023
<a href="#">Dogs2dogtags Inc</a>	WI	\$547,992	President	\$73,750	<b>\$82,126</b>	2023
<a href="#">Liet Harold R Cornwall Post 1298</a>	KY	\$447,276	Quartermaster	\$6,500	<b>\$7,446</b>	2023
<a href="#">Roslyn Vfw Home Association</a>	PA	\$440,300	Bar Manager Board Member	\$39,600	<b>\$42,108</b>	2023
<a href="#">Saratoga Warhorse Foundation Inc</a>	NY	\$439,809	Executive Di	\$155,357	<b>\$149,689</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to VA 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 VA 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** 79 organizations. Compensation range \$899–\$401,147; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$498,247); for reference, expenses \$496,832 and assets \$15,991.

ROLE MATCH	Jessica Rizer, reported title " <i>Vice President</i> ", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
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	61 <sup>st</sup>
Total compensation (D + F), as reported (no adjustments)	65 <sup>th</sup>
Reportable pay only (column D), adjusted	61 <sup>st</sup>
All sources (D + E + F), adjusted	59 <sup>th</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 (Jessica Rizer) 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 79 similarly situated organizations (Same NTEE sector (W30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$70,301 is reasonable (approximately the 61<sup>st</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.