

Ruthless Kindness

Executive Director / CEO

EIN 842838142

CA · NTEE I70

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Sarah Reidenbach, Executive Director / CEO** (\$127,730) against **every comparable organization** that fit the selection criteria — **39** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **90th** percentile of comparable organizations within the typical range

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

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (I70).

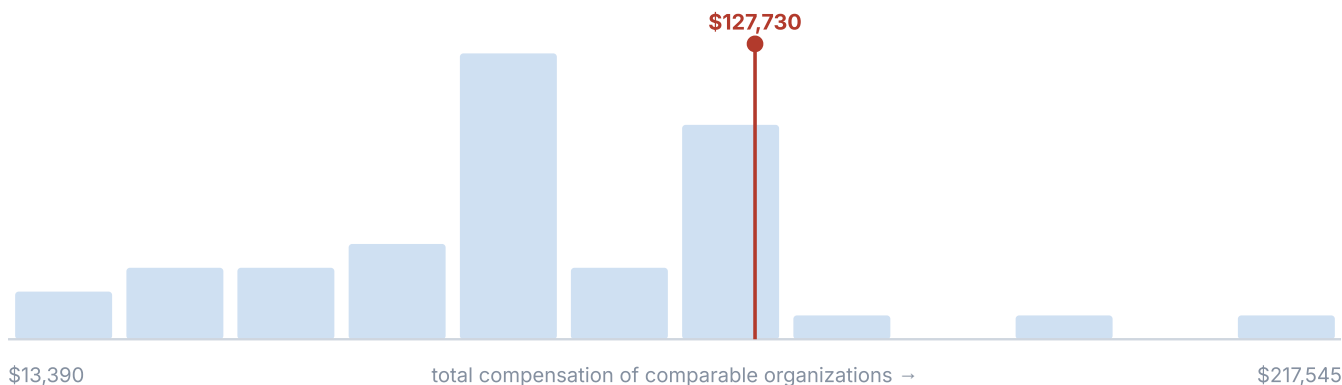
BUDGET Total revenue between \$325,364 and \$728,428 — 0.67x to 1.50x the subject's \$485,619 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (I70), nationwide + budget 0.67–1.5x revenue.

39 organizations qualified on sector, size, and geography

→ **39** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$45,127	\$74,221	\$91,860	\$117,101	\$125,215	\$127,730
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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 CA 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
Magdalene House Of Austin	TX	\$487,043	Executive Director	\$105,000	\$121,636	2024
Children's Advocacy Center Of The	GA	\$488,254	Executive Director	\$65,000	\$75,688	2024
Capital Area Family Justice Center Inc	LA	\$493,716	Executive Director	\$95,560	\$121,858	2024
31-8 Project	ND	\$508,696	Executive Director	\$67,800	\$86,166	2024
North Carolina Institute Against Human Trafficking	NC	\$510,039	Executive Director	\$70,000	\$83,762	2024
Second Bloom Of Chatham Inc	NC	\$457,603	Executive Dir.	\$66,875	\$80,023	2024
Minnesota Chapter Of The	MN	\$515,199	Executive Dir.	\$107,000	\$122,441	2024
Center For Domestic Peace Inc	NC	\$532,356	Executive Director	\$72,706	\$89,570	2023
The Phoenix House Sexual Assault &	NM	\$540,837	Executive Director	\$35,375	\$45,364	2023
Domestic Violence Services Network Inc	MA	\$428,805	Executive Director	\$108,525	\$116,275	2023
Katie Brown Educational Program Inc	MA	\$427,288	Executive Director	\$81,622	\$87,450	2023
Connecticut Court Appointed Special	CT	\$425,954	Executive Director	\$114,500	\$124,327	2024
Paint Love Inc	GA	\$422,733	Executive Di	\$51,917	\$60,454	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Media Voices For Children Inc	MA	\$412,903	President	\$13,650	\$14,205	2024
Impact Personal Safety	NM	\$410,957	Executive Di	\$89,377	\$111,326	2024
Manforward	MN	\$409,324	Executive Director	\$37,500	\$44,179	2023
Childrens Alliance Of Montana	MT	\$402,905	Executive Dir.	\$93,736	\$117,014	2024
Casa Of The 5th Judicial Dist Inc	AR	\$401,517	Executive Director	\$65,605	\$83,199	2025
Stomp Out Bullying Corp	NY	\$400,373	Ceo	\$207,885	\$217,545	2024
Oneida Crisis Center Inc	ID	\$575,417	Executive Di	\$74,565	\$91,860	2024
Megan Montgomery Foundation To Prevent Domestic Violence Inc	AL	\$395,455	Executive Director	\$24,846	\$32,003	2023
Rescuing Hope Inc	GA	\$393,714	Executive Dir.	\$41,650	\$48,498	2024
Alliance For Freedom Restoration And	TN	\$392,338	Cfo	\$11,000	\$13,390	2024
Restoring Ancestral Winds Inc	UT	\$366,868	Executive Dir.	\$100,875	\$123,096	2023
Tyrrell-washington Partnership For Children Inc	NC	\$353,668	Executive Director	\$74,595	\$91,896	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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	39 organizations. Compensation range \$13,390–\$217,545; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$485,619); for reference, expenses \$373,896 and assets \$186,383.
ROLE MATCH	Sarah Reidenbach, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer 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	90 th
Total compensation (D + F), as reported (no adjustments)	95 th
Reportable pay only (column D), adjusted	87 th
All sources (D + E + F), adjusted	87 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 (Sarah Reidenbach) 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 39 similarly situated organizations (Same NTEE sector (I70), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$127,730 is reasonable (approximately the 90th 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.