

Alliance For The Earth

Executive Director / CEO

EIN 850378387
 NM · NTEE D20Z
 FY ending 2024-12-31
 June 10, 2026

This analysis benchmarks the total compensation of **Cynthia Jurs, Executive Director / CEO** (\$63,824) against **every comparable organization** that fit the selection criteria — **425** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 81st percentile of comparable organizations

within the typical range

Benchmarked executive: Cynthia Jurs — 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 (D20Z).
BUDGET	Total revenue between \$311,644 and \$697,711 — 0.67x to 1.50x the subject's \$465,141 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (D20), nationwide + budget 0.67–1.5x revenue.

425 organizations qualified on sector, size, and geography → **425** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$11,394	\$24,442	\$43,064	\$58,887	\$75,690	\$63,824
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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 NM 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
Karma Rescue	CA	\$464,824	Executive Director	\$87,166	\$72,048	2023
Brownie Blondie Foundation Inc	PR	\$464,435	President	\$23,100	\$23,782	2023
Horse Protection Association Of	FL	\$465,948	President &	\$140,000	\$125,892	2023
Friends For Felines Inc	NY	\$463,844	President	\$5,950	\$4,999	2024
Rawley Project	OR	\$462,900	Executive Dir.	\$76,388	\$65,955	2024
Pennsylvania State Animal Response Team	PA	\$467,730	Executive Director	\$44,508	\$41,267	2024
Second Chance Shelter	AL	\$468,378	President	\$11,769	\$12,171	2023
Bright Promises Foundation	IL	\$461,402	Executive Director	\$109,992	\$100,539	2024
Chequamegon Humane Association	WI	\$470,331	Executive Di	\$47,898	\$46,509	2024
Humane Animal Care Coalition Inc	FL	\$458,692	President	\$11,000	\$9,608	2024
Companion Animal Protection Society	CA	\$471,804	President And Chair	\$52,176	\$41,889	2024
S Nipped	OR	\$471,924	Vet Assist	\$39,076	\$33,739	2024
Freedom For Great Apes Inc	OR	\$472,184	Secretary	\$26,618	\$23,661	2023
Macoupin County Adopt A Pet	IL	\$472,529	Vp & Executive Director	\$23,400	\$21,389	2024
Catio Cat Lounge Inc	TN	\$457,428	Secretary	\$6,133	\$5,994	2024
All About Equine Animal Rescue Inc	CA	\$473,172	President	\$18,000	\$14,878	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Progressive Animal Welfare Society	WA	\$456,867	Executive Director	\$18,250	\$15,640	2023
North Country Spca Inc	NY	\$455,725	Executive Dir.	\$83,572	\$70,213	2024
Carver Scott County Humane Society	MN	\$455,164	Former Executive Director	\$83,244	\$76,476	2024
Animal Refuge Foundation	TX	\$475,195	Secretary	\$37,520	\$34,895	2024
Union County Humane Society	OH	\$455,085	Director	\$64,615	\$65,509	2023
Sunny Skys Animal Rescue And Hospital	WA	\$475,506	President	\$27,942	\$23,259	2024
Friends Of Metro Animal Services Inc	KY	\$453,895	Executive Director	\$42,294	\$42,247	2024
Almost Home Animal Rescue League	MI	\$476,413	President	\$55,900	\$55,229	2023
Alliance For Contraception In Cats & Dogs	MI	\$453,609	President	\$110,000	\$105,563	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NM 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 NM 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	425 organizations. Compensation range \$120–\$323,855; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$465,141); for reference, expenses \$403,649 and assets \$54,919.
ROLE MATCH	Cynthia Jurs, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	4 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	11 peers 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 st
Total compensation (D + F), as reported (no adjustments)	75 th
Reportable pay only (column D), adjusted	82 nd
All sources (D + E + F), adjusted	80 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 (Cynthia Jurs) 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 425 similarly situated organizations (Same NTEE sector (D20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$63,824 is reasonable (approximately the 81st 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.