

Southern Cross Service Dogs

Executive Director / CEO

EIN 872519842
 FL · NTEE D60
 FY ending 2024-12-31
 June 13, 2026

This analysis benchmarks the total compensation of **Brandon Marquez, Executive Director / CEO** (\$18,000) against **every comparable organization** that fit the selection criteria — **636** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **16th** percentile of comparable organizations below the typical range for comparable organizations

Benchmarked executive: Brandon Marquez — 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 (D60).
BUDGET	Total revenue between \$311,696 and \$697,827 — 0.67x to 1.50x the subject's \$465,218 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (D), nationwide + budget 0.67–1.5x revenue.

636 organizations qualified on sector, size, and geography → **636** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$13,208	\$29,018	\$50,947	\$69,853	\$90,295	\$18,000
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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 FL 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
Alliance For The Earth	NM	\$465,141	President	\$63,824	\$73,073	2024
Karma Rescue	CA	\$464,824	Executive Director	\$87,166	\$82,488	2023
Horse Protection Association Of	FL	\$465,948	President &	\$140,000	\$144,135	2023
Brownie Blondie Foundation Inc	PR	\$464,435	President	\$23,100	\$23,782	2023
Friends For Felines Inc	NY	\$463,844	President	\$5,950	\$5,723	2024
Alaska Wildbird Rehabilitation Center	AK	\$466,847	Executive Director	\$5,000	\$5,088	2024
Rawley Project	OR	\$462,900	Executive Dir.	\$76,388	\$75,512	2024
Pennsylvania State Animal Response Team	PA	\$467,730	Executive Director	\$44,508	\$47,247	2024
Archives Of Falconry Inc	ID	\$462,335	Executive Director	\$97,276	\$110,154	2024
Second Chance Shelter	AL	\$468,378	President	\$11,769	\$13,935	2023
National Deer Association Group Return	GA	\$461,866	President & Ceo	\$9,525	\$10,195	2024
Animal Protection New Mexico Inc	NM	\$461,652	President	\$14,084	\$16,125	2024
Bright Promises Foundation	IL	\$461,402	Executive Director	\$109,992	\$115,108	2024
Wildlife Rescue Center	MO	\$461,084	Executive Director	\$61,410	\$71,282	2023
Compassionate Action For Animals	MN	\$461,060	Executive Di	\$53,403	\$56,171	2024
Retrieving Independence Inc	TN	\$469,388	Ceo/ President	\$78,340	\$87,656	2024
Jack Creek Preserve Foundation Inc	MT	\$469,438	Executive Dir.	\$52,047	\$59,721	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Chequamegon Humane Association	WI	\$470,331	Executive Di	\$47,898	\$53,249	2024
Old Dominion Humane Society	VA	\$459,875	President	\$28,500	\$29,292	2024
Humane Animal Care Coalition Inc	FL	\$458,692	President	\$11,000	\$11,000	2024
Companion Animal Protection Society	CA	\$471,804	President And Chair	\$52,176	\$47,959	2024
S Nipped	OR	\$471,924	Vet Assist	\$39,076	\$38,628	2024
Freedom For Great Apes Inc	OR	\$472,184	Secretary	\$26,618	\$27,090	2023
Macoupin County Adopt A Pet	IL	\$472,529	Vp & Executive Director	\$23,400	\$24,488	2024
Tails For Life Inc	WI	\$457,673	Director	\$12,678	\$14,094	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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 636 organizations. Compensation range \$138–\$370,785; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$465,218); for reference, expenses \$444,422 and assets \$67,520.

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

RELATED-ORG PAY 21 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 18 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	16 th
Total compensation (D + F), as reported (no adjustments)	16 th
Reportable pay only (column D), adjusted	17 th
All sources (D + E + F), adjusted	14 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 (Brandon Marquez) 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 13, 2026, comparing compensation against 636 similarly situated organizations (Same NTEE major group (D), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$18,000 is reasonable (approximately the 16th 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 13, 2026.