

# Oregon Pet Project

Executive Director / CEO

EIN 923827562

OR · NTEE D20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Daria Veenstra, Executive Director / CEO** (\$43,076) against **every comparable organization** that fit the selection criteria — **424** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **48<sup>th</sup>** percentile of comparable organizations within the typical range

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

## How comparable organizations were selected

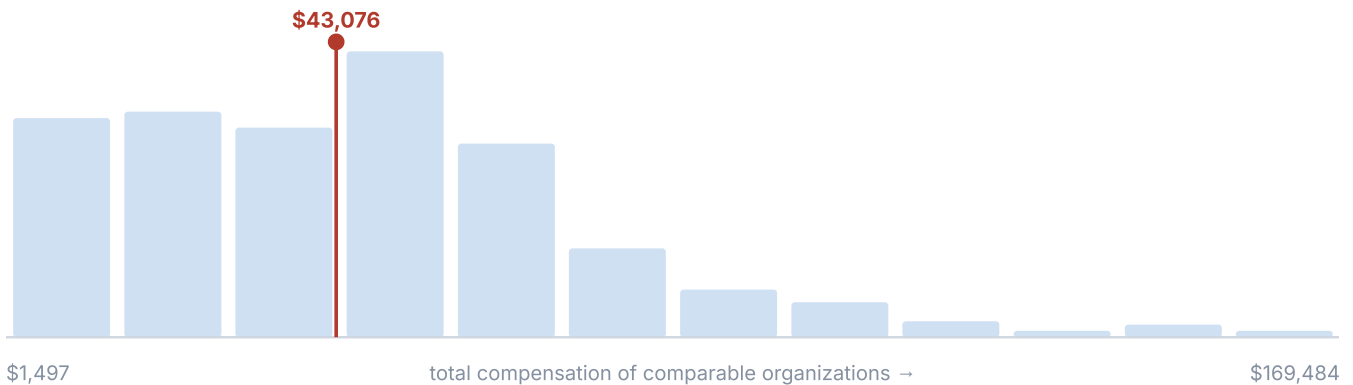
**SECTOR** Organizations sharing the subject's NTEE classification (D20).

**BUDGET** Total revenue between \$234,806 and \$525,685 — 0.67x to 1.50x the subject's \$350,457 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (D20), nationwide + budget 0.67–1.5x revenue.

**424** organizations qualified on sector, size, and geography → **424** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$10,879	\$23,346	\$43,851	\$62,920	\$83,050	\$43,076
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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 OR 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="#">Wonder Dog Rescue</a>	NY	\$350,452	Director	\$90,000	<b>\$87,574</b>	2024
<a href="#">Buckeye Bulldog Rescue</a>	OH	\$350,497	Board President	\$82,450	<b>\$96,813</b>	2023
<a href="#">Nalas New Life Rescue Inc</a>	FL	\$350,560	Executive Dir.	\$33,600	<b>\$34,993</b>	2023
<a href="#">Westfield Homeless Cat Project</a>	MA	\$350,652	President	\$52,000	<b>\$50,318</b>	2024
<a href="#">Turkeys For Tomorrow</a>	AL	\$349,674	Chief Operat	\$12,500	<b>\$14,971</b>	2023
<a href="#">Assisi Animal Foundation</a>	IL	\$351,325	Executive Dir.	\$30,000	<b>\$30,941</b>	2025
<a href="#">Helotes Humane Society</a>	TX	\$349,522	Executive Director	\$10,000	<b>\$10,772</b>	2024
<a href="#">Second Chance Sheridan Cat Rescue</a>	WY	\$351,477	Director	\$23,846	<b>\$28,308</b>	2023
<a href="#">Homeless Pets Foundation Inc</a>	GA	\$349,283	President & Ceo	\$2,000	<b>\$2,165</b>	2024
<a href="#">Standardbred Transition Alliance</a>	OH	\$349,045	Administrator	\$83,454	<b>\$97,993</b>	2023
<a href="#">Fosters &amp; Paws</a>	CA	\$348,916	Pres/exec Di	\$60,000	<b>\$55,790</b>	2024
<a href="#">Humane Action Pittsburgh</a>	PA	\$348,539	Exec. Dir. &	\$52,000	<b>\$57,489</b>	2023
<a href="#">South Pacific County Humane Society</a>	WA	\$352,781	Shelter Manager	\$48,192	<b>\$47,833</b>	2023
<a href="#">Humane Society Of Lake County Inc</a>	FL	\$347,950	Executive Dir.	\$50,390	<b>\$50,974</b>	2024
<a href="#">Bettertogether Forever</a>	CA	\$353,316	Executive Director	\$79,792	<b>\$76,385</b>	2023
<a href="#">Cane Rosso Rescue</a>	TX	\$347,548	Kennel Technician	\$60,000	<b>\$64,630</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Animal Shelter Of St Lucie County</a>	FL	\$353,501	President	\$44,775	<b>\$46,632</b>	2023
<a href="#">St Francis Pet Care Inc</a>	FL	\$354,167	President	\$43,254	<b>\$45,048</b>	2023
<a href="#">Greenmore Farm Animal Rescue Inc</a>	PA	\$354,282	President	\$136,631	<b>\$142,939</b>	2025
<a href="#">Elfaro De Los Animales Inc</a>	PR	\$355,982	Executive Director	\$40,022	<b>\$40,022</b>	2024
<a href="#">Marion County Humane Society</a>	IA	\$344,707	President	\$25,636	<b>\$30,226</b>	2024
<a href="#">Bonapartes Retreat</a>	TN	\$356,353	Vice President/treasurer	\$20,043	<b>\$22,687</b>	2024
<a href="#">Animal Friends Connection Humane</a>	CA	\$344,128	Director	\$51,224	<b>\$47,630</b>	2024
<a href="#">Homeless To Home Cat Sanctuary</a>	OH	\$343,305	President	\$22,932	<b>\$26,927</b>	2023
<a href="#">Oswego County Humane Society Inc</a>	NY	\$342,786	Executive Di	\$50,865	<b>\$49,494</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OR 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 OR 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** 424 organizations. Compensation range \$1,497–\$169,484; filing years 2021–2025.

**SIZE BASIS** Matched on total revenue (\$350,457); for reference, expenses \$344,583 and assets \$35,505.

ROLE MATCH	Daria Veenstra, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	9 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	48 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	54 <sup>th</sup>
Reportable pay only (column D), adjusted	23 <sup>rd</sup>
All sources (D + E + F), adjusted	48 <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 (Daria Veenstra) 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 424 similarly situated organizations (Same NTEE sector (D20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$43,076 is reasonable (approximately the 48<sup>th</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.