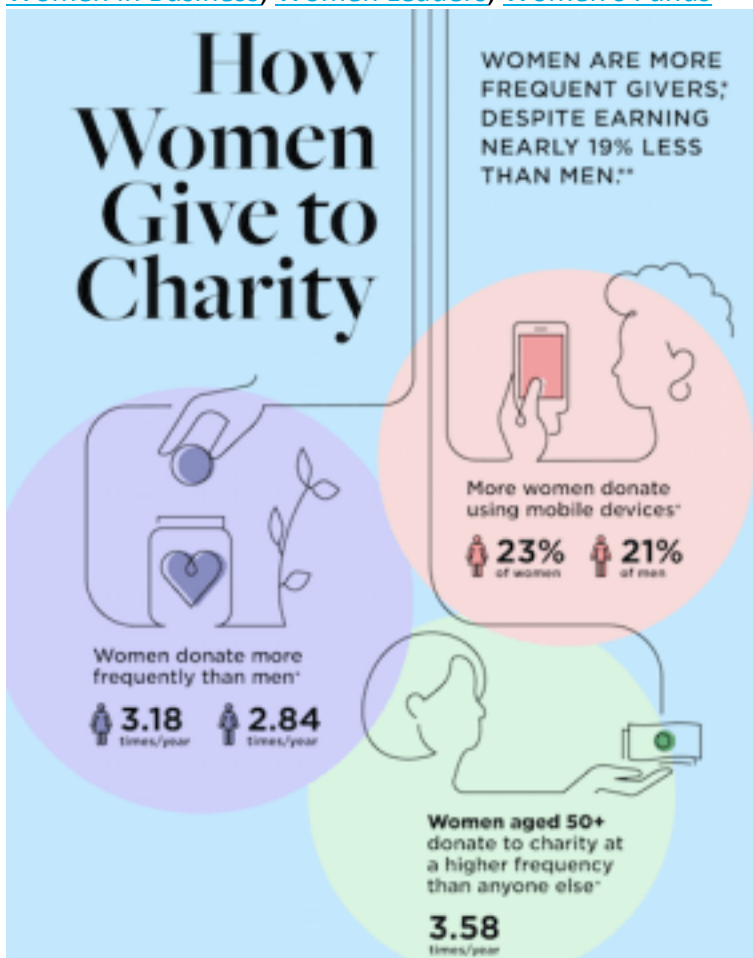


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Women Give More from Less



Author [Kiersten Marek](#) Posted on [August 27, 2019](#) Categories [Feminist Strategy](#), [Finance](#), [Financial Sector](#), [Gender Lens Grantmaking](#), [Nonprofit Women Leaders](#), [Research](#), [Women in Business](#), [Women Leaders](#), [Women's Funds](#)



New Research by PayPal helps us understand women's giving behavior and impact. (Infographic Credit: Paypal)

New research supported by Paypal points to the fact that women give more to charity while earning 19% less than men, and as they age, women become more generous.

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Since Paypal processes the payments for more than a half million charities, it has decided to release its first-ever annual insights on where, why, and how people are donating their money online. PayPal's 2018 [Global Impact Report](#) found that in 2018, 55.1 million people from over 200 markets contributed \$9.6 billion to more than 665,000 charitable organizations via PayPal.

Top Giving Trends

There is a lot to unpack in this research, but overall, an important finding of the study is that those who have less give more. The study found that "Donors in the low-income bracket (\$0-\$49,999K) give the highest percentage of their income to charities (0.63%) over any other income bracket." Those with higher income levels (\$125k+), only give 0.14% of their income on average.

Important Giving Differences by Gender

Paypal's research highlights important trends in women's giving that readers of *Philanthropy Women* will be interested to know about. The research shows that women donate more frequently than men (3.18 times per year for women vs. 2.84 times per year for men) and women 50 and over donate at a higher frequency than anyone else (3.58 times per year).

These giving trends were sourced between January 1, 2018 and December 31, 2018 and include all merchants internally defined as 'charities' or 'other nonprofits' by industry code. Demographic details used in the research were only available for about 45% of the U.S. donor base.

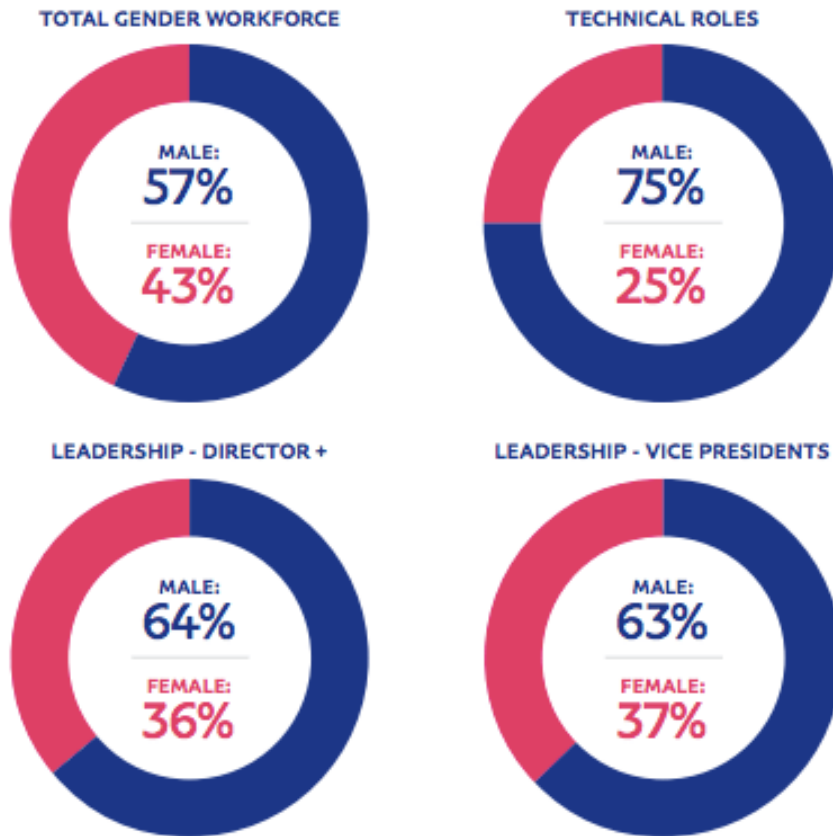
This research by Paypal provides a strong model for how corporations can use their power to highlight new information about women's leadership in philanthropy. As more corporations become curious about giving trends and the rise of women's giving, we hope to see an increase in corporations sponsoring the growth of knowledge about this important topic.

Gender Diversity at Paypal

Of note, gender diversity is also an issue internally at Paypal. See the graph below for further details. They started a new effort to improve these numbers which is [outlined here](#).

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GLOBAL GENDER DIVERSITY 2018



This graph from Paypal's Global Impact Report shows the gender proportions of staff at Paypal in four sectors of the workforce. (Image Credit: Global Impact Report)

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