

Press Release: Introducing Pay It For Her, A Non-Profit Encouraging Women Through Trying Times

NEWPORT NEWS, VA, Aug 30, 2018-- The #MeToo and Time's Up movements have cast an international spotlight on the socially complicit acceptance of discrimination, sexual harassment, and assault against women. Indeed, gender-based discrimination is imbedded in various aspects of women's lives.

Work Life

On average, women earn approximately 80 cents for every dollar earned by men¹. This gap is even greater when comparing earnings of women of racial/ethnic minority groups to white men¹.

Women's lower earnings are due to a number of factors, including:

- Greater representation in part-time vs. full-time jobs ¹
- Underrepresentation in jobs in highly-paid functions and sectors, such as STEM fields and business ^{2,3}
- Overrepresentation in lower paying occupations, such as education, healthcare, and social sciences ^{2,3}
- Discrimination in compensation, recruitment, and hiring: e.g., even in the industries where women dominate, men hold the vast majority of management and board roles ^{1,2,3}
- Lack of paid family leave and subsidized child care ¹

Home Life

Within two-parent heterosexual households:

- Fathers spend more time than mothers in paid work, while mothers spend more time on child care and household chores ⁴
- Mothers spend about twice as much time with their children as fathers do ⁴
- Regardless of marital status, men spend more time than women engaging in leisure activities ⁴

Within relationships where women are victims of domestic violence:

- Women are more vulnerable to developing reproductive health conditions ⁵
- Women are more vulnerable to economic consequences including loss of income and loss of job due to factors stemming from their abuse ⁶

Medical Care

When compared to men, women are more likely to be inadequately treated by healthcare providers, including:

- Greater likelihood of being disbelieved when reporting symptoms ⁷
- Less health monitoring ⁸
- Differential prescription practices when compared to men ^{7,8}

How Can We Support Women?

From the statistics, it is evident that large-scale initiatives and culture shifts are necessary to remedy this social injustice. While the #MeToo and Time's Up movements have raised awareness, they also have demonstrated the widespread and insidious reach of gender discrimination.

The stories that have come to light have led to recognition that if even celebrated public figures such as Oprah Winfrey, Gwyneth Paltrow, and Aly Raisman could be discriminated against in such a way, that the average woman-- mother, sister, daughter, friend, colleague-- likely has similar experiences.

That over 60 women could make claims of sexual assault against Bill Cosby, only to be disregarded for decades and subject to widespread social vitriol upon making their stories public, provides understanding for why women so often do not come forward with the struggles they are facing. And while the call to denounce and reform such a culture has been met with greater public support at present than in years past, that men such as Tony Robbins still feel comfortable publicly expressing an inclination to discriminate based on gender in hiring practices emphasizes that bringing awareness to the issue is a crucial but insufficient step toward supporting gender equality.

Such admissions show us we have a long way to go toward resolving this problem. But what about individual women who are actively struggling in the meantime?

Crowdfunding websites have provided an easy and accessible way to effect small-scale change by supporting specific individuals in need-- so long as they have the ability and inclination to create a fund. But many of those in need lack the know-how or personal network to effectively utilize such resources, or for reasons of personal safety may not be able to pursue aid through such outlets.

Pay It For Her

Pay It For Her is a non-profit organization launching in August 2018 that provides a platform for supporting women in need-- whether of a pick-me-up or a more significant helping hand. The play-on-words in the organization's name connotes the concept of paying forward boosts of support in recognition of the struggles women face in their daily lives that can at times threaten to overwhelm.

Stranger-to-stranger kindness need not be large to make a meaningful difference. Pay It For Her's mission is to promote a community of care and support for women experiencing hardships to encourage their forward momentum as they power through tough times, whatever form they may take.

Learn more about Pay It For Her's mission, inspiration, and Small Kindnesses and Emergency Support funds at www.payitforher.org.

About Pay It For Her

Pay It For Her is a 501(c)(3) non-profit organization that promotes a community of care and support for women experiencing hardships by paying forward small boosts and critical needs to encourage women's forward momentum as they power through tough times.

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