



Google is proud to call Iowa home

Creating economic opportunity across the Hawkeye State



"The income I earn through Google-supported ads allows me the freedom of time and choice and the ability to support my family."

Kristin Porter
Founder & President of Iowa Girl Eats
Urbandale, Iowa

More than a decade in Iowa

Google has proudly called Iowa home for more than a decade with a data center in Council Bluffs.

\$1.45B of economic activity

In 2022, Google helped provide \$1.45 billion of economic activity for thousands of Iowa businesses, publishers, nonprofits, creators and developers.

177,000+ Iowa businesses

More than 177,000 Iowa businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

88,000+ Iowans trained

Grow with Google has partnered with 160 organizations in the state to train more than 88,000 Iowans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

Helping Iowa's small businesses and startups thrive

Iowa business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Hawkeye State businesses like Iowa Girl Eats, Google is increasing access to capital, trainings and free resources.

\$191M

provided to support small business resilience

Google's commitment of \$191 million in loans and grants to Opportunity Finance Network (OFN) supported community development financial institutions (CDFIs) to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits.

Helping small businesses

through their Iowa Digital Coach

[Grow with Google Digital Coaches](#) are local experts who help diverse small businesses grow. Our Iowa Digital Coach offers live training and hands-on coaching – for free – to small businesses.

\$190M

in venture capital raised by Google for Startups Founders Fund recipients in the U.S.

[The Google for Startups Black and Latino Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs throughout the U.S.



75%

of learners report a positive impact to their career¹

Helping Iowans develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025² and 1 in 3 American workers have very limited or no digital skills.³ We're working to help people advance their careers and pursue new opportunities by making digital skills accessible to everyone. To date, we have helped over 300,000 Americans find employment and increase their income through digital skills training.

150,000+

Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help people develop skills for new jobs in fields like data analytics, UX design and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. Within six months of completion, 75% of program graduates report a positive career outcome, such as a promotion, raise or new job.⁴

Google has also partnered with 12 Iowa educational institutions like Iowa Western Community College and University of Iowa, Tippie College of Business to make Google Career Certificates available to students and to increase employment opportunities.

270,000+

Iowa students trained in computer science to date

Google is helping address inequities in computer science education by offering no-cost products and programs, like [CS First](#) and [Code Next](#), to students across the U.S. To date, Google has invested over \$240 million toward computer science skilling including Google.org grants to organizations like National 4H Council and Hidden Genius Project.

Investing in local communities

Local organizations and nonprofits across Iowa are doing great work to support their communities. Google is proud to partner with trusted community organizations to further that work, and bring digital skills training, grant funding and other resources to more Iowans.

\$3M+

in grants

Since 2006, Google.org has awarded over \$3 million in grants to Iowa organizations and nonprofits.

\$1M+

In charitable giving

Since 2009, our employees based in Iowa – including matching contributions and philanthropic giving from Google.org – have donated over \$1 million to nonprofits.

6,000+

volunteer and pro bono hours

Through Google.org, employees served over 6,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity and access to the internet.

2,100

nonprofits supported

Since 2011, Google for Nonprofits has supported 2,100 nonprofits in Iowa. In 2022, Google.org provided \$3.14 million in free search advertising to Iowa nonprofits through the Google Ad Grants program.

Learn more about Google in Iowa at: g.co/economicimpact/iowa

^{1,4} Based on program graduate survey responses, United States 2022

² The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

³ Digitalization and the American Workforce, Brookings Institute, Nov. 2017