



# Google is proud to call Alabama home

Creating economic opportunity across the Yellowhammer State



*"With the analytics in Google Ads, I'm able to zero in on exactly who our customers are and use that information to attract new customers year-round."*

**Katie Avant**

Marketing Director at Kiva Dunes  
Gulf Shores, Alabama

## At home in Alabama

Google proudly calls Alabama home with a data center in Jackson County.

## \$1.88B of economic activity

In 2022, Google helped provide \$1.88 billion of economic activity for tens of thousands of Alabama businesses, publishers, nonprofits, creators and developers.

## 258,000+ Alabama businesses

More than 258,000 Alabama businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 113,000+ Alabamians trained

Grow with Google has partnered with 144 organizations in the state to train more than 113,000 Alabamians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

## Helping Alabama's small businesses and startups thrive

Alabama business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Yellowhammer State businesses like Kiva Dunes, 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) including Hope Enterprise Corporation in Alabama, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits.

### 2,500+

small businesses trained by an Alabama Digital Coach

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

### \$5M+

in venture capital raised by Google for Startups Founders Fund recipients in Alabama

[The Google for Startups Black and Latino Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs like Smart Alto in Alabama.



# 75%

of learners report a positive impact to their career<sup>1</sup>

## Helping Alabamians develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025<sup>2</sup> and 1 in 3 American workers have very limited or no digital skills.<sup>3</sup> 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.<sup>4</sup>

Google has also partnered with 16 Alabama educational institutions like Wallace State Community College and Central Alabama Community College to make Google Career Certificates available to students and to increase employment opportunities.

### 230,000+

Alabama 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 Alabama 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 Alabamians.

### \$8M+

in grants

Since 2006, Google.org has awarded over \$8 million in grants to Alabama organizations and nonprofits.

### \$600,000+

In charitable giving

Since 2013, our employees based in Alabama – including matching contributions and philanthropic giving from Google.org – have donated over \$600,000 to nonprofits based in Alabama.

### 900+

volunteer and pro bono hours

Through Google.org, employees served over 900 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.

### 2,400

nonprofits supported

Since 2011, Google for Nonprofits has supported 2,400 nonprofits in Alabama. In 2022, Google.org provided \$4.75 million in free search advertising to Alabama nonprofits through the Google Ad Grants program.

Learn more about Google in Alabama at: [g.co/economicimpact/alabama](https://g.co/economicimpact/alabama)

<sup>1,4</sup> Based on program graduate survey responses, United States 2022

<sup>2</sup> The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

<sup>3</sup> Digitalization and the American Workforce, Brookings Institute, Nov. 2017