



Google is proud to call Massachusetts home

Creating economic opportunity across the Bay State



"I use Google Ads to beef up my holiday offerings, and saw a 52-percent increase in traffic just for December."

*-Angela Sison
Founder of Conrado
Vineyard Haven, Massachusetts*

2+ decades in Massachusetts

Google has proudly called Massachusetts home for over two decades with an office in Cambridge.

\$31.3B of economic activity

In 2023, Google helped provide \$31.3 billion of economic activity for tens of thousands of Massachusetts businesses, publishers, nonprofits, creators, and developers

418,000+ Massachusetts businesses

More than 418,000 Massachusetts businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

250,000+ Bay Staters trained

Grow with Google has partnered with 170 organizations in the state like Straight Ahead Ministries to train more than 250,000 Bay Staters on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

Helping Massachusetts's small businesses and startups thrive

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

\$6M

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

The [Google for Startups Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs, like MeetCaregivers in Massachusetts.

\$1.2B+

Invested in Massachusetts-based startups

GV, an Alphabet-backed venture capital firm, has invested more than \$1.2 billion in Massachusetts-based startups.



Without the certificate that I received from Google, I would not have had the opportunity to find my current IT role, which I truly enjoy. Having the knowledge I gained from the Google Career Certificate has given me more ambition than ever before to learn more about IT.



Moses Gonzalez

Google IT Support Certificate graduate

Field Service Technician at baytechIT
Springfield, Massachusetts

Helping Bay Staters develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025¹ and 1 in 3 American workers have very limited or no digital skills.² 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.

250,000+

Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 75% of graduates report a positive career outcome within six months.³

Google has also partnered with 41 Massachusetts educational institutions like North Shore Community College and Benjamin Franklin Institute of Technology to make Google Career Certificates available to students and to increase employment opportunities.

354,000+

Massachusetts 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 \$263 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 Massachusetts 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 Bay Staters.

\$181M+
in funding

Since 2006, Google.org has awarded over \$181 million in funding to Massachusetts organizations and nonprofits.

\$76M+
in charitable giving

Since 2004, our employees based in Massachusetts – including matching contributions and philanthropic giving from Google.org – have donated over \$76 million to nonprofits.

64,700+
volunteer and pro bono hours

Through Google.org, employees served over 64,700 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet.

\$28.19M
of free advertising

Since 2011, Google for Nonprofits has supported more than 1,980 nonprofits in Massachusetts. In 2023 alone, Google.org provided 28.19 million in donated search ads to Massachusetts nonprofits through the Google Ad Grants program and more than \$2.48 million in Google Workspace for Nonprofits.

Learn more about Google in Massachusetts at: g.co/economicimpact/massachusetts

¹The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

²Digitalization and the American Workforce, Brookings Institute, Nov. 2017

³Based on program graduate survey responses, United States 2023