

Google is proud to support Louisiana

Creating economic opportunity across the Bayou State

\$1.06B

of economic activity provided for 17,500 Louisiana businesses, nonprofits, publishers, creators, and developers in 2020.

234K+ Louisiana businesses

have connected directly with customers using Google — like [BBQGuys](#) in Baton Rouge, [Louisiana Crawfish Company](#) in Natchitoches, and [Queork](#) and [Kaleidoscope Hair Products](#) in New Orleans.

50K+ Louisianans

trained on critical digital skills. Grow with Google has partnered with 130+ organizations in the state to train 50K+ Louisianans on [digital skills](#), including organizations like public libraries, chambers of commerce, and more.

Helping Louisiana businesses and job seekers

The COVID crisis disrupted nearly 9 in 10 businesses; however, digitally advanced small businesses were 3.2x more successful at retaining customers and experienced half the revenue losses.¹ Technology creates growth opportunities for American businesses — and Google helps American workers develop the skills they need to succeed in the digital economy through free skilling programs and resources.

\$180M

to support small business resilience

Google's commitment of \$180M has enabled Opportunity Finance Network to establish the [Grow with Google Small Business Fund](#) and [OFN's Grant Program](#) funded by Google.org to assist Community Development Financial Institutions (CDFIs) working with underserved small businesses. CDFIs include **Hope Enterprise Corporation, Communities Unlimited, Reinvestment Fund, TruFund**, and others with services in the state.

In 2020, Google launched the Grow with Google Digital Coaches program in New Orleans. The program provides free hands-on coaching and digital skills training to help Black and Latino small businesses reach new customers, thrive online, and grow. Our Louisiana Digital Coach has helped train **more than 1,100 small business owners** through **20+ digital skills workshops**.



“Google not only gives us reach, it gives us the transparency and flexibility to make sure that reach has maximum impact.”

Jason Stutes
VP of Marketing & eCommerce of [BBQGuys](#)
Baton Rouge, Louisiana

¹ <https://digitallydriven.connectedcouncil.org/>

100K

scholarships to help people grow their careers in the digital economy

Google Career Certificates offer self-paced, online job training that prepares people for careers in fast-growing fields of data analytics, IT support, project management, and user experience (UX) design. Google has provided 100,000 scholarships to help more people access these certificates to grow their careers. Since launching in 2018, over 50,000 people have earned a Google Career Certificate and 82% of U.S. graduates report a positive career impact within six months of completion. More than half of those graduates identify as Black, Latino, female, or veteran. Learn more at grow.google/skills.

Helping Louisiana nonprofits and local organizations

We know that organizations are already doing great work in Louisiana. That's why Google has partnered with trusted community institutions across the state to bring digital skills training, grant funding, and other resources and services to more Louisianans, including those historically underserved.

\$1.89M

in Google Ad Grants to Louisiana nonprofits

Google for Nonprofits provides nonprofit organizations across the U.S. with access to Google products like Google Workspace for Nonprofits, Google Ad Grants, YouTube, and Google Maps Platform. Since 2011, Google for Nonprofits has supported more than **1,700** nonprofits in Louisiana. In 2020, Google provided over **\$1.89M in in-kind search advertising credit** to Louisiana nonprofits through the Google Ad Grants program.

Google has awarded over **\$402K** in grants to nonprofits and organizations that impact Louisiana. This funding has provided operating support for **Louisiana Tech** and **Grambling University Foundation** for student scholarships.

Since 2012, Google employees — with matching contributions from Google — have donated **\$99K+** in charitable giving to nonprofits.

"With so many people unexpectedly looking for help, being able to leverage Google Ad Grants to quickly help connect those needing help, and wanting to help, has been crucial as we respond to this crisis."

*- Jay Vise,
Director of Marketing & Communications,
Second Harvest Food Bank of New Orleans and Acadiana*



Learn more about Google in Louisiana at: g.co/economicimpact/louisiana