# Google

# Google is proud to support Hawaii

**Creating economic opportunity across the Aloha State**

## $320M of economic activity

In 2021, Google helped provide $320M of economic activity for tens of thousands of Hawaii businesses, nonprofits, publishers, creators, and developers.

## 87,000+ Hawaii businesses

More than 87,000 Hawaii businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021.

## 33,000+ trained on digital skills in Hawaii

Grow with Google has partnered with more than 30 organizations to train more than 33,000 Hawaii residents on digital skills, including public libraries, chambers of commerce, community colleges, and more.

## Helping Hawaii's small businesses and jobseekers

Technology provides economic opportunity for Americans–it helps business owners find new customers online (87% of businesses said that using digital tools to find customers was important) and workers develop skills for new career opportunities. Google is helping Hawaiians learn digital skills so they can reach new customers and find new job opportunities.

### 70,000

Google Career Certificate graduates in the U.S. 75% report a positive career impact within six months

The Google Career Certificates program provides online job training, available in English and with Spanish-language support, and prepares job seekers for careers in high-growth fields like data analytics and IT Support–with no degree or experience required. To help more people access this program, we've announced a new $100M Google Career Certificates Fund which will enable nonprofits to support tens of thousands of American workers. The Google Career Certificates are also free to all community colleges and career and technical education (CTE) high schools to add to their curriculum. There are 70,000 graduates in the U.S., with 75% reporting a positive career impact within six months of completion and 55% identifying as Asian, Black, or Latino.* Graduates can connect with over 150 employers through our employer consortium and receive career support resources like resume templates, interview prep, and coaching.



*"Google Analytics helps us to continue to optimize our ad campaigns and our marketing efforts to make our dollar spending go much further."*

**Terry Lam**
*Co-founder of Kapa Nui Nails*
Kamuela, Hawaii

*Based on program graduate survey responses, United States 2021

**$100M**
to support economic mobility for American workers

The $100M Google Career Certificates Fund is a combination of Google.org grants and Google loans that aims to drive over $1B in aggregate wage gains by enabling nonprofit, Social Finance, to support economic mobility for tens of thousands of underserved American workers.

**$185M**
to support small business resilience

Google's commitment of **$185M** enabled Opportunity Finance Network (OFN) to establish the Grow with Google Small Business Fund and OFN's Grant Program funded by Google.org. The fund delivered low-interest loans to over 50 community development financial institutions (CDFIs) including **Nonprofit Finance Fund**, **Justine PETERSEN Housing and Reinvestment Corporation,** and **Rural Community Assistance Corporation** with services in Hawaii, as well as others that serve the state of Hawaii, who in turn provided loans to tens of thousands of underserved small businesses. Over the last two years, the loans and grants were disbursed to OFN-member CDFIs, including **$50M** to support Black-owned businesses.

## Supporting Hawaii nonprofits and local organizations

We know that organizations are already doing great work in Hawaii. That's why Google has partnered with trusted community institutions to bring digital skills training, grant funding, and other resources to more people in the state.

**$1.77M**
in free search advertising to Hawaii nonprofits

Since 2011, Google for Nonprofits has supported more than **1,100 nonprofits in Hawaii**. In 2020, Google.org provided over **$1.77M in free search advertising** to Hawaii nonprofits through the Google Ad Grants program.

Learn more about Google in Hawaii at: g.co/economicimpact/hawaii