



# Google is proud to call New York home

Creating economic opportunity across the Empire State



*“Google Ads helps us grow our business. With keyword search, branded keywords, and Shopping, we’ve been able to convert lots of people interested in our brand.”*

**Nicole Calleo**  
Founder & Vice President of Woolx  
Endwell, New York

## 15+ years in New York

Google has proudly called New York home for over 15 years with an office in New York.

## \$99.64B of economic activity

In 2022, Google helped provide \$99.64 billion of economic activity for tens of thousands of New York businesses, publishers, nonprofits, creators and developers.

## 1.2M+ New York businesses

More than 1.2 million New York businesses used Google’s free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 731,000+ New Yorkers trained

Grow with Google has partnered with 612 organizations in the state to train more than 731,000 New Yorkers on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

## Helping New York’s small businesses and startups thrive

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

### \$191M

provided to support small business resilience

### 16,700+

small businesses trained by a New York Digital Coach

### \$190M

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

### \$1B+

Invested in New York-based startups

Google’s commitment of \$191 million in loans and grants to Opportunity Finance Network (OFN) supported community development financial institutions (CDFIs) including Grameen America in New York, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits, including Momo Crave in Queens.

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

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

GV, an Alphabet venture capital arm, has invested more than \$1 billion in New York-based startups.

*"I changed my life for \$300. I left nursing and am now making \$15,000 more per year with growth opportunities. With my new career in UX, I feel more confident knowing I'm creating a product that an entire company is going to be using.\*"*

**Andrew Villasmil**  
Google UX Design Certificate graduate

UX UI Designer at Control Point Associates, Inc.  
White Plains, NY

\*Results may vary and are not guaranteed.



## Helping New Yorkers develop digital skills to grow their careers

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

Google has also partnered with 17 New York educational institutions like New York Institute of Technology and Queensborough Community College to make Google Career Certificates available to students and to increase employment opportunities.

### 958,000+

New York 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 New York 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 New Yorkers.

### \$276M+

in grants

Since 2005, Google.org has awarded over \$276 million in grants to New York organizations and nonprofits.

### \$198M+

In charitable giving

Since 2004, our employees based in New York – including matching contributions and philanthropic giving from Google.org – have donated over \$198 million to nonprofits.

### 243,400+

volunteer and pro bono hours

Through Google.org, employees served over 243,400 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.

### 17,700

nonprofits supported

Since 2011, Google for Nonprofits has supported 17,700 nonprofits in New York, like Witness. In 2022, Google.org provided \$77.3 million in free search advertising to New York nonprofits through the Google Ad Grants program.

Learn more about Google in New York at: [g.co/economicimpact/newyork](https://g.co/economicimpact/newyork)

<sup>1</sup> The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

<sup>2</sup> Digitalization and the American Workforce, Brookings Institute, Nov. 2017

<sup>3</sup> Based on program graduate survey responses, United States 2022