

Google is proud to support New Jersey

Creating economic opportunity across the Garden State

\$20.5B of economic activity

In 2022, Google helped provide \$20.5 billion of economic activity for tens of thousands of New Jersey businesses, nonprofits, publishers, creators and developers.

544,000+ New Jersey businesses

More than 544,000 New Jersey businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

332,000+ New Jerseyans trained

Grow with Google has partnered with 261 organizations in the state to train more than 332,000 New Jerseyans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

"When people find me on Google and read my reviews, that helps me get more inquiries and orders."

Justin Ellen
Founder & CEO of Everything Just Baked
Passaic, New Jersey



Helping New Jersey's small businesses and startups thrive

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

\$191M

Provided to support New Jersey 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 Cooperative Business Assistance Corporation in New Jersey, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits, including Englewood Krav Maga in Englewood.

\$1M+

in venture capital raised by Google for Startups Founders Fund recipients in New Jersey

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



“Networking helped me get my foot in the door, but it was the knowledge from the certificate that allowed me to do well in the interviews. I think that if I didn’t have that education, I wouldn’t have done well in interviews, honestly.”

Gabriel Acosta-Mitchell
Google UX Design Certificate graduate

UX Designer at Fortune
Jersey City, New Jersey

Helping New Jerseyans 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.

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.³

Google has also partnered with New Jersey educational institutions like Rutgers University and Ocean County College to make Google Career Certificates available to students and to increase employment opportunities.

526,000+

New Jersey 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.

Supporting New Jersey nonprofits and local organizations

Local organizations and nonprofits across New Jersey 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 Jerseyans.

\$11M+

in grants

Since 2006, Google.org has awarded over \$11 million in grants to New Jersey organizations and nonprofits.

\$2M+

In charitable giving

Since 2012, our employees based in New Jersey – including matching contributions and philanthropic giving from Google.org – have donated over \$2 million to nonprofits.

6,800

nonprofits supported

Since 2011, Google for Nonprofits has supported 6,800 nonprofits in New Jersey.

\$16.29M

in free search advertising

In 2022, Google.org provided \$16.29 million in free search advertising to New Jersey nonprofits through the Google Ad Grants program.

Learn more about Google in New Jersey at: g.co/economicimpact/newjersey

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

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

³ Based on program graduate survey responses, United States 2022