

Google is proud to support Arkansas

Creating economic opportunity across the Natural State

\$2.03B of economic activity

In 2021, Google helped provide \$2.03B of economic activity for tens of thousands of Arkansas businesses, nonprofits, publishers, creators, and developers.

171,000+ Arkansas businesses

More than 171,000 Arkansas businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021.

106,000+ trained on digital skills in Arkansas

Grow with Google has partnered with more than 80 organizations to train more than 106,000 Arkansans on [digital skills](#), including public libraries, chambers of commerce, community colleges, and more.

Helping Arkansas businesses and job seekers

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 Arkansans 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 Ads allows us to reach customers we never could reach through traditional channels.”

Joan Johnson
Founder & President of White River Hardwoods
Fayetteville, Arkansas

\$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 **Southern Bancorp Community Partners** and **People Trust Community Loan Fund** in Little Rock, 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 Arkansas nonprofits and local organizations

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

\$2.17M

in free search advertising to Arkansas nonprofits

Since 2011, Google for Nonprofits has supported more than **1,300 nonprofits in Arkansas**. In 2020, Google.org provided over **\$2.17M in free search advertising** to Arkansas nonprofits through the Google Ad Grants program.

Since 2017, Google employees based in Arkansas—with matching contributions from Google—have donated **\$84,000+ in charitable giving** to nonprofits.

