

Google is proud to support Kentucky

Creating economic opportunity across the Bluegrass State

\$1.83B of economic activity

In 2021, Google helped provide \$1.83B of economic activity for tens of thousands of Kentucky businesses, nonprofits, publishers, creators, and developers.

234,000+ Kentucky businesses

More than 234,000 Kentucky businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021.

97,000+ trained on digital skills in Kentucky

Grow with Google has partnered with organizations to train more than 97,000 Kentuckians on digital skills, including public libraries, chambers of commerce, community colleges, and more.

Helping Kentucky small 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 Kentuckians 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.



"If you're going to be on the web and you've got something to sell, Google Ads is the way to go."

John Hassmann
Owner of A Taste of Kentucky
Louisville, Kentucky

\$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 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 **Kentucky Highlands Investment Corporation** based in London, and **Community Ventures** based in Lexington, 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.

Helping Kentucky nonprofits and local organizations

We know that organizations are already doing great work in Kentucky. 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 Kentuckians, including those historically underserved.

\$503,000+

in grants to nonprofits and organizations based in Kentucky

Since 2012, Google.org has awarded over **\$503,000+ in grants** to nonprofits and organizations based in Kentucky.

\$3.01M

in free search advertising to Kentucky nonprofits

Since 2011, Google for Nonprofits has supported more than **2,000 nonprofits in Kentucky**. In 2020, Google provided over **\$3.01M in free search advertising** to Kentucky nonprofits through the Google Ad Grants program.

