

# Google is proud to support Arizona

Creating economic opportunity across the Grand Canyon State

## \$11.43B of economic activity

In 2022, Google helped provide \$11.43 billion of economic activity for tens of thousands of Arizona businesses, nonprofits, publishers, creators and developers.

## 367,000+ Arizona businesses

More than 367,000 Arizona businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 209,000+ Arizonans trained

Grow with Google has partnered with 176 organizations to train more than 209,000 Arizonans on digital skills, including public libraries, community colleges and more.

*"Google tools make it easy for someone like me, who is busy juggling so many things. I have all my resources right there."*

**Kathy Cano-Murillo**  
Founder of Crafty Chica  
Phoenix, Arizona



## Helping Arizona's small businesses and startups thrive.

Arizona business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Grand Canyon State businesses like Crafty Chica, Google is increasing access to capital, trainings and free resources.

## \$191M

provided to support 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 Citizens Potawatomi Community Development Corporation (CPCDC) in Arizona, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits.

## 5,900+

small businesses trained by an Arizona Digital Coach

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

## \$190M

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

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



# 75%

of learners report a positive impact to their career<sup>1</sup>

## Helping Arizonans develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025<sup>2</sup> and 1 in 3 American workers have very limited or no digital skills.<sup>3</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>4</sup>

Google has also partnered with 22 Arizona educational institutions like Arizona State University and Arizona Western College to make Google Career Certificates available to students and to increase employment opportunities.

### 334,000+

Arizona 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 Arizona nonprofits and local organizations

Local organizations and nonprofits across Arizona 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 Arizonans.

### \$1M+

in grants

Since 2006, Google.org has awarded over \$1 million in grants to Arizona organizations and nonprofits.

### \$1M+

In charitable giving

Since 2006, our employees based in Arizona – including matching contributions and philanthropic giving from Google.org – have donated over \$1 million to nonprofits.

### 4,500

nonprofits supported

Since 2011, Google for Nonprofits has supported 4,500 nonprofits in Arizona.

### \$15.55M

in free search advertising

In 2022, Google.org provided \$15.55 million in free search advertising to Arizona nonprofits through the Google Ad Grants program.

Learn more about Google in Arizona at: [g.co/economicimpact/arizona](https://g.co/economicimpact/arizona)

<sup>1,4</sup> Based on program graduate survey responses, United States 2022

<sup>2</sup> The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

<sup>3</sup> Digitalization and the American Workforce, Brookings Institute, Nov. 2017