

# Google is proud to support New Mexico

Creating economic opportunity across the Land of Enchantment

## \$486M of economic activity

In 2023, Google helped provide \$486 million of economic activity for thousands of New Mexico businesses, nonprofits, publishers, creators, and developers.

## 112,000+ New Mexico businesses

More than 112,000 New Mexico businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 48,000+ New Mexicans trained

Grow with Google has partnered with 70 organizations in the state to train more than 48,000 New Mexicans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

*"We went with Performance Max ads the last couple of times, and we're very happy with the traction we're getting."*

**-Kirk Muncrief**  
Co-owner of AlbuKirky Seasonings  
Albuquerque, New Mexico



## Helping New Mexico's small businesses and startups thrive

New Mexico business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Land of Enchantment businesses like AlbuKirky Seasonings, Google is increasing access to capital, trainings, and free resources.

**\$250M+**

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

The [Google for Startups Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs throughout the U.S.



The Google Certificate helped me get a job as a project manager at the University of New Mexico, which was essential to support my education as I come from a lower socio-economic background. The organization, time management, and documentation skills gained from the certificate also aided my research in machine learning and cybersecurity.



**Danish Muhammad**

Google Project Management Certificate graduate

IT Project Manager at The University of New Mexico  
Albuquerque, New Mexico

## Helping New Mexicans 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 new employment and increase their income through digital skills training.

**250,000+**

Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 75% of graduates report a positive career outcome within six months.<sup>3</sup>

Google has also partnered with New Mexico educational institutions like University of New Mexico and Doña Ana Community College to make Google Career Certificates available to students and to increase employment opportunities.

**87,000+**

New Mexico 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 \$263 million toward computer science skilling including Google.org grants to organizations like National 4H Council and Hidden Genius Project.

## Supporting New Mexico nonprofits and local organizations

Local organizations and nonprofits across New Mexico 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 Mexicans.

**\$1M+**

in funding

Since 2006, Google.org has awarded over \$1 million in funding to New Mexico organizations and nonprofits.

**\$265,000+**

In charitable giving

Since 2011, our employees based in New Mexico – including matching contributions and philanthropic giving from Google.org – have donated over \$265,000 to nonprofits.

**\$394,000+**

in Google Workspace

Since 2011, Google for Nonprofits has supported more than 330 nonprofits in New Mexico. In 2023 alone, Google.org provided more than \$394,000 in Google Workspace for Nonprofits.

**\$3.39M**

of free search advertising

In 2023, Google.org provided \$3.39 million in donated search ads to New Mexico nonprofits through the Google Ad Grants program.

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

<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 2023