

Google is proud to support Missouri

Creating economic opportunity across the state

\$7.32B of economic activity

In 2022, Google helped provide \$7.32 billion of economic activity for tens of thousands of Missouri businesses, nonprofits, publishers, creators and developers.

335,000+ Missouri businesses

More than 335,000 Missouri businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

187,000+ Missourians trained

Grow with Google has partnered with 171 organizations in the state to train more than 187,000 Missourians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

"You can really deep dive into YouTube Analytics and figure out how to maximize the reach of every video."

Jake Grzenda
Owner of White House on the Hill
Easton, Missouri



Helping Missouri's small businesses and startups thrive

Missouri business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Missouri businesses like White House on the Hill, 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 AltCap in Missouri, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits, including Yogurtini in Kansas City.

4,100+

small businesses
trained by a Missouri
Digital Coach

[Grow with Google Digital Coaches](#) are local experts who help diverse small businesses grow. Our Missouri 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 PlaBook in Missouri.



75%

of learners report a positive impact to their career¹

Helping Missourians develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025² and 1 in 3 American workers have very limited or no digital skills.³ 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.⁴

348,000+

Missouri 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 Missouri nonprofits and local organizations

Local organizations and nonprofits across Missouri 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 Missourians.

\$873,000+

In charitable giving

Since 2013, our employees based in Missouri – including matching contributions and philanthropic giving from Google.org – have donated over \$873,000 to nonprofits.

4,400

nonprofits supported

Since 2011, Google for Nonprofits has supported 4,400 nonprofits in Missouri.

\$9.79M

in free search advertising

In 2022, Google.org provided \$9.79 million in free search advertising to Missouri nonprofits through the Google Ad Grants program.

Learn more about Google in Missouri at: g.co/economicimpact/missouri

^{1,4} Based on program graduate survey responses, United States 2022

² The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

³ Digitalization and the American Workforce, Brookings Institute, Nov. 2017