

Google is proud to call North Carolina home

Creating economic opportunity across the state

10+ years

Google has proudly called North Carolina home for more than a decade with an office in Chapel Hill and a data center in Lenoir/Caldwell County — a \$1.2B+ investment in the region and state.

600+

North Carolina jobs created by Google in a variety of full-time and external supplier roles.

535K+ North Carolina businesses

have connected directly with customers using Google — like [Havana Carolina Restaurant & Bar](#) in Concord, [Charlotte Candle Company](#) in Charlotte, [Outdoor Equipped](#) in Wilmington, and [High Cotton](#) in Raleigh.

\$6.92B

of economic activity provided for 54,500 North Carolina businesses, nonprofits, publishers, creators, and developers in 2020.

Helping North Carolina businesses and job seekers

The COVID crisis disrupted nearly 9 in 10 businesses; however, digitally advanced small businesses were 3.2x more successful at retaining customers and experienced half the revenue losses.¹ Technology creates growth opportunities for American businesses — and Google helps American workers develop the skills they need to succeed in the digital economy through free skilling programs and resources.

\$180M

to support small business resilience

Google's commitment of \$180M has enabled Opportunity Finance Network to establish the [Grow with Google Small Business Fund](#) and [OFN's Grant Program](#) funded by Google.org to assist Community Development Financial Institutions (CDFIs) working with underserved small businesses. CDFIs include **Appalachian Community Capital (ACC)**, **Mountain Association for Community Economic Development**, **Self-Help Credit Union** and others with services in North Carolina.

2K+

underrepresented business owners trained in North Carolina by local digital coach

In 2020, Google launched the Grow with Google Digital Coaches program in North Carolina. The program provides free hands-on coaching and digital skills training to help Black and Latino small businesses reach new customers, thrive online, and grow. Our North Carolina Digital Coach has helped trained **more than 2K small business owners** through **50+ digital skills workshops**.

[Google Career Certificates](#) offer self-paced, online job training that prepares people for careers in fast-growing fields of data analytics, IT support, project management, and user experience (UX) design. Google has provided 100,000 scholarships to help more people access these certificates to grow their careers. Since launching in 2018, over 50,000 people have earned a Google Career Certificate and 82% of U.S. graduates report a positive career impact within six months of completion. More than half of those graduates identify as Black, Latino, female, or veteran. Learn more at grow.google/skills.



"We've learned all the wonderful things you can do with a Business Profile on Google to market your small business."

Ana Pérez Ochoa
Co-owner of Havana Carolina Restaurant & Bar
Concord, North Carolina

¹ <https://digitallydriven.connectedcouncil.org/>

100K

scholarships to help people grow their careers in the digital economy

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\$15M

provided to underrepresented startup founders

Google for Startups partners with leading North Carolina startup organizations that are supporting the state's technology entrepreneurs, like **American Underground** and **Atlas** in Durham. In 2020, Google for Startups launched our first **Black Founders Fund**, and in 2021 we announced our first **Latino Founders Fund**, totaling **\$15M** combined. This has already created a halo effect by helping founders raise an additional \$50M in venture capital. Recipients include **Utopia Spa and Global Wellness** in Durham. Additionally, in partnership with **American Underground**, Google for Startups concluded its sixth annual Black Founders Exchange program last year. Since the program began, founders have collectively grown their revenues 36X, including **Maverick Innovation** in Durham and **BatteryXchange** in Charlotte.

Supporting North Carolina nonprofits and local organizations

We know that organizations are already doing great work in North Carolina. 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 North Carolinians, including those historically underserved.

\$5M

in grants to nonprofits and organizations based in North Carolina

Google.org has awarded over **\$5M** in grants to nonprofits and organizations that impact North Carolina. This funding has helped organizations like **Equality North Carolina** and **United Way of North Carolina**, as well as supported **YWCA Lower Cape Fear** to empower women through access to digital skills.

Since 2009, Google employees based in North Carolina — with matching contributions from Google — have donated over **\$2M** in charitable giving to nonprofits. Since 2010, Google employees in North Carolina have also served **4,300+ hours of volunteer and pro bono work** with local nonprofits and organizations.

Google's long-term commitments to buy renewable energy in North Carolina have spurred the construction of **nearly \$340M in new energy infrastructure** in the state over the past decade. These energy investments have helped increase economic opportunity and job creation in rural North Carolina.

\$12.15M

in Google Ad Grants to North Carolina nonprofits

Google for Nonprofits provides organizations across the U.S. with access to Google products and programs such as Google Workspace for Nonprofits, Google Ad Grants, YouTube, and Google Maps Platform. Since 2011, Google for Nonprofits has supported more than **6,300** nonprofits in North Carolina. In 2020, Google provided **\$12.15M in in-kind search advertising** credit to North Carolina nonprofits through the Google Ad Grants program.

Grow with Google has **partnered with 290+ organizations** in the state to **train 190K+ North Carolinians** on digital skills, including public libraries, chambers of commerce, and more.

190K+

North Carolinians trained on critical digital skills

In partnership with **Ft. Bragg**, **Camp Lejeune**, and the **United Service Organizations (USO)**, Grow with Google has trained **hundreds** of transitioning service members, spouses, and military vets on resume-building and interview skills. Google for Startups has also partnered with **Atlas** to provide four-month fellowships for military veterans and spouses in North Carolina who are interested in transitioning into tech. Additionally, in Fayetteville last year, Google introduced a new remote work feature in Google Search to make it easier for military spouses to find high quality, flexible work.

Free

high-speed internet service provided to North Carolina residents

Google Fiber has provided high-speed, high bandwidth internet services to the Charlotte and Triangle areas since 2016. Several North Carolina nonprofits, libraries, and community centers receive **Google Fiber gigabit internet service at no cost** through the Community Connections program. Additionally, residents at 196 public housing units in North Carolina receive gigabit internet service at no cost through the Gigabit Communities program.

Learn more about Google in North Carolina at: g.co/economicimpact/northcarolina