



Google is proud to call California home

Creating economic opportunity across the Golden State



"What's really been a game changer is the refining of Google Analytics and knowing where to put keyword Ads based on the data."

Octavio DeLaTorre
CEO & President of California Electronics
Garden Grove, California

2+ decades in California

Google has proudly called California home for over two decades with our global headquarters based in Mountain View and 12 other offices across the state.

\$169.45B of economic activity

In 2022, Google helped provide \$169.45 billion of economic activity for hundreds of thousands of California businesses, publishers, nonprofits, creators and developers.

2.22M+ California businesses

More than 2.22 million California businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

1.37M+ Californians trained

Grow with Google has partnered with 796 organizations in the state to train more than 1.37 million Californians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

Helping California's small businesses and startups thrive

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

\$191M

provided to support small business resilience

12,200+

small businesses trained by a California Digital Coach

\$8M+

in venture capital raised by Google for Startups Founders Fund recipients in California

\$3B+

Invested in California-based startups

Google's commitment of \$191 million in loans and grants to Opportunity Finance Network (OFN) supported community development financial institutions (CDFIs) including Accion Opportunity Fund in California, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits, including Avalos Farms in Hollister.

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

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

GV, an Alphabet venture capital arm, has invested more than \$3 billion in California-based startups.

"The certificate gave me legitimacy in data analytics. The program also gave me the ability to say, with complete honesty, that I had had training in these areas of data analytics such as Tableau and SQL."

Michael Pollack

Google Data Analytics Certificate graduate

Healthcare Data Analyst at Dignity Health
Bakersfield, California



Helping Californians develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025¹ and 1 in 3 American workers have very limited or no digital skills.² 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.³

Google has also partnered with 119 California educational institutions like UCLA and Anaheim Union School District to make Google Career Certificates available to students and to increase employment opportunities.

1.87M+

California 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.

Investing in local communities

Local organizations and nonprofits across California 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 Californians.

\$474M+

in grants

Since 2005, Google.org has awarded over \$474 million in grants to California organizations and nonprofits.

\$1B+

In charitable giving

Since 2004, our employees based in California – including matching contributions and philanthropic giving from Google.org – have donated over \$1 billion to nonprofits.

1M+

volunteer and pro bono hours

Through Google.org, employees served over one million hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity and access to the internet.

34,100

nonprofits supported

Since 2011, Google for Nonprofits has supported 34,100 nonprofits in California, like California Academy of Science, Kiva, The Kids and Art Foundation and The Last Mile. In 2022, Google.org provided \$287 million in free search advertising to California nonprofits through the Google Ad Grants program.

Learn more about Google in California at: g.co/economicimpact/california

¹ The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

² Digitalization and the American Workforce, Brookings Institute, Nov. 2017

³ Based on program graduate survey responses, United States 2022