



Google is proud to call Michigan home

Creating economic opportunity across the Great Lakes State



“When I started the business, I knew for sure I wanted to have our entire operations running on Google.”

Sergio Rodriguez
Founder & CEO of ToDooly
Detroit, Michigan

More than a decade in Michigan

Google has proudly called Michigan home for more than a decade with offices in Ann Arbor and Detroit.

\$14.47B of economic activity

In 2022, Google helped provide \$14.47 billion of economic activity for tens of thousands of Michigan businesses, publishers, nonprofits, creators and developers.

526,000+ Michigan businesses

More than 526,000 Michigan businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

309,000+ Michiganders trained

Grow with Google has partnered with 302 organizations in the state to train more than 309,000 Michiganders on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

Helping Michigan's small businesses and startups thrive

Michigan business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Great Lakes State businesses like ToDooly, 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 Northern Initiatives in Michigan, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits.

9,900+

small businesses trained by Michigan Digital Coaches

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

\$1M+

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

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

“The certificate helped me find a sense of direction and build a foundation as a Data Analyst. It gave me vital skills and ways to build upon them.”

Keith Parish

Google Data Analytics Certificate graduate

Assessment Data Analyst at Beyond Basics
Detroit, Michigan



Helping Michiganders 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 44 Michigan educational institutions like Delta College and University of Michigan to make Google Career Certificates available to students and to increase employment opportunities.

631,000+

Michigan 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 Michigan 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 Michiganders.

\$9M+

in grants

Since 2006, Google.org has awarded over \$9 million in grants to Michigan organizations and nonprofits.

\$10M+

In charitable giving

Since 2005, our employees based in Michigan – including matching contributions and philanthropic giving from Google.org – have donated over \$10 million to nonprofits.

27,100+

volunteer and pro bono hours

Through Google.org, employees served over 27,100 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.

7,200

nonprofits supported

Since 2011, Google for Nonprofits has supported 7,200 nonprofits in Michigan. In 2022, Google.org provided \$13.03 million in free search advertising to Michigan nonprofits through the Google Ad Grants program.

Learn more about Google in Michigan at: g.co/economicimpact/michigan

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