



# Google is proud to call North Carolina home

Creating economic opportunity across the state



*"Google Ads is the most profitable way for a small business like us to drive traffic to our website."*

**Pavlo Prannyk**  
CEO of olpr. Leather Goods Co.  
Mooresville, North Carolina

## More than a decade in North Carolina

Google has proudly called North Carolina home for more than a decade, with offices in Chapel Hill and Durham and a data center in Lenoir.

## \$11.26B of economic activity

In 2022, Google helped provide \$11.26 billion of economic activity for tens of thousands of North Carolina businesses, publishers, nonprofits, creators and developers.

## 576,000+ North Carolina businesses

More than 576,000 North Carolina businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 355,000 North Carolinians trained

Grow with Google has partnered with 345 organizations in the state to train more than 355,000 North Carolinians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

## Helping North Carolina's small businesses and startups thrive

North Carolina business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help North Carolina businesses like olpr. Leather Goods Co., 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 Great Rivers Community Trust DBA Entrepreneur Backed Assets Fund in North Carolina, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits, including Carolina International Mart in Raleigh.

### 3,700+

small businesses trained by North Carolina Digital Coaches

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

### \$5M+

in venture capital raised by Google for Startups Founders Fund recipients in North Carolina

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

*"It only took me a month to land a job after graduating from the program. Now I'm making a salary and really enjoying collaborating with my colleagues.\*"*

**Karrim Omer**

Google Data Analytics Certificate graduate

Associate Analyst at Infosys  
Charlotte, North Carolina

\*Results may vary and are not guaranteed.



## Helping North Carolinians 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 employment and increase their income through digital skills training.

### 150,000+

Google Career Certificate graduates in the U.S.

### 516,000+

North Carolina students trained in computer science to date

Training the workforce of tomorrow

[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.<sup>3</sup>

Google has also partnered with 50 North Carolina educational institutions like Fayetteville Technical Community College and Guilford Technical Community College to make Google Career Certificates available to students and to increase employment opportunities.

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.

In North Carolina, Google worked with the American Farm Bureau Foundation for Agriculture to create digital skills curriculum to better prepare students for careers in agriculture.

## Investing in local communities

Local organizations and nonprofits across North Carolina 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 North Carolinians.

### \$17M+

in grants

Since 2006, Google.org has awarded over \$17 million in grants to North Carolina organizations and nonprofits.

### \$4M+

In charitable giving

Since 2009, our employees based in North Carolina – including matching contributions and philanthropic giving from Google.org – have donated over \$4 million to nonprofits.

### 9,100+

volunteer and pro bono hours

Through Google.org, employees served over 9,100 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.

### 7,900

nonprofits supported

Since 2011, Google for Nonprofits has supported 7,900 nonprofits in North Carolina. In 2022, Google.org provided \$16.19 million in free search advertising to North Carolina nonprofits through the Google Ad Grants program.

Learn more about Google in North Carolina at: [g.co/economicimpact/northcarolina](https://g.co/economicimpact/northcarolina)

<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 2022