

# Google is proud to support Kansas

Creating economic opportunity across the Sunflower State

## \$1.82B of economic activity

In 2022, Google helped provide \$1.82 billion of economic activity for tens of thousands of Kansas businesses, nonprofits, publishers, creators and developers.

## 163,000+ Kansas businesses

More than 163,000 Kansas businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 77,000+ Kansans trained

Grow with Google has partnered with 83 organizations in the state to train more than 77,000 Kansans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

*"The majority of our new customers find us via our Google Business Profile. When people look for pest control services, most search online. Our reviews help them decide if they want us in their homes."*

**Mike Burnshire**  
Co-owner of Maximum Pest Management  
Wichita, Kansas



## Helping Kansas's small businesses and startups thrive

Kansas business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Sunflower State businesses like Maximum Pest Management, 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 Kansas, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits.

### \$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 throughout the U.S.



*"This certificate opened the door for me to begin work in a completely new field. I would recommend it, it's very attainable and approachable."*

**Collin Nitcher**

Google Data Analytics Certificate graduate

Financial Data Analyst at Summit CPA  
Manhattan, Kansas

## Helping Kansans 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.

[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 11 Kansas educational institutions like Wichita State University and Washington High School to make Google Career Certificates available to students and to increase employment opportunities.

### 145,000+

Kansas 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.

**Training the workforce of tomorrow**

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

## Supporting Kansas nonprofits and local organizations

Local organizations and nonprofits across Kansas 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 Kansans.

### \$374,000+

**In charitable giving**

Since 2011, our employees based in Kansas – including matching contributions and philanthropic giving from Google.org – have donated over \$374,000 to nonprofits.

### 1,900

**nonprofits supported**

Since 2011, Google for Nonprofits has supported 1,900 nonprofits in Kansas.

### \$3.62M

**in free search advertising**

In 2022, Google.org provided \$3.62 million in free search advertising to Kansas nonprofits through the Google Ad Grants program.

Learn more about Google in Kansas at: [g.co/economicimpact/kansas](https://g.co/economicimpact/kansas)

<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