

Google is proud to support Arkansas

Creating economic opportunity across the Natural State

\$2.62B of economic activity

In 2023, Google helped provide \$2.62 billion of economic activity for thousands of Arkansas businesses, nonprofits, publishers, creators, and developers.

161,000+ Arkansas businesses

More than 161,000 Arkansas businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

126,000+ Arkansans trained

Grow with Google has partnered with 90 organizations in the state to train more than 126,000 Arkansans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

"Our Google Ads outperform every other channel. The longer we sell online, the better the insights get and the more intentional we can get to reach the audiences we want."

*-Garrett Peters
CEO and Co-founder of Duncan & Stone Paper Co.
Fayetteville, Arkansas*



Helping Arkansas's small businesses and startups thrive

Arkansas business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Natural State businesses like Duncan & Stone Paper Co., Google is increasing access to capital, trainings, and free resources.

\$250M+

in venture capital raised by
Google for Startups Founders
Fund recipients in the U.S.

The [Google for Startups Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs throughout the U.S.



75%

of learners report a positive outcome to their career¹

Helping Arkansans develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025² and 1 in 3 American workers have very limited or no digital skills.³ 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 new employment and increase their income through digital skills training.

250,000+

Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 75% of graduates report a positive career outcome within six months.⁴

Google has also partnered with 17 Arkansas educational institutions like NorthWest Arkansas Community College and Southside High School to make Google Career Certificates available to students and to increase employment opportunities.

234,000+

Arkansas 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 \$263 million toward computer science skilling including Google.org grants to organizations like National 4H Council and Hidden Genius Project.

Supporting Arkansas nonprofits and local organizations

Local organizations and nonprofits across Arkansas 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 Arkansans.

\$245,000+
in charitable giving

Since 2017, our employees based in Arkansas – including matching contributions and philanthropic giving from Google.org – have donated over \$245,000 to nonprofits.

\$345,000+
in Google Workspace

Since 2011, Google for Nonprofits has supported more than 260 nonprofits in Arkansas. In 2023 alone, Google.org provided more than \$345,000 in Google Workspace for Nonprofits.

\$2.14M
of free search advertising

In 2023, Google.org provided \$2.14 million in donated search ads to Arkansas nonprofits through the Google Ad Grants program.

Learn more about Google in Arkansas at: g.co/economicimpact/arkansas

^{1,4} Based on program graduate survey responses, United States 2023
² The Future of Jobs Report 2020, World Economic Forum, Oct. 2020
³ Digitalization and the American Workforce, Brookings Institute, Nov. 2017