



Google is proud to support Arizona

Creating economic opportunity across the Grand Canyon State

\$10.06B of economic activity

In 2021, Google helped provide \$10.06B of economic activity for tens of thousands of Arizona businesses, nonprofits, publishers, creators, and developers.

402,000+ Arizona businesses

More than 402,000 Arizona businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021.

\$15.04M in free search advertising

In 2021, Google provided \$15.04M in free search advertising to Arizona nonprofits through the [Google Ad Grants](#) program.

165,000+ Arizonans trained on digital skills

Grow with Google has partnered with more than 170 organizations to train more than 165,000 Arizonans on [digital skills](#), including public libraries, chambers of commerce, community colleges, and more.

Helping Arizona businesses and job seekers

Technology provides economic opportunity for Americans—it helps business owners find new customers online (87% of businesses [said](#) that using digital tools to find customers was important) and workers develop skills for new career opportunities. Google is helping Arizonans learn digital skills so they can reach new customers and find new job opportunities.

70,000

Google Career Certificate graduates in the U.S. 75% report a positive career impact within six months

The [Google Career Certificates](#) program provides online job training, available in English and with [Spanish-language support](#), and prepares job seekers for careers in high-growth fields like data analytics and IT Support—with no degree or experience required. To help more people access this program, we've announced a new [\\$100M Google Career Certificates Fund](#) which will enable nonprofits to support tens of thousands of American workers. The Google Career Certificates are also [free to all community colleges and career and technical education \(CTE\) high schools to add to their curriculum](#). There are 70,000 graduates in the U.S., with 75% reporting a positive career impact within six months of completion and 55% identifying as Asian, Black, or Latino.* [Graduates](#) can connect with over 150 employers through our [employer consortium](#) and receive career support resources like resume templates, interview prep, and coaching.

\$100M

to support economic mobility for American workers

The [\\$100M Google Career Certificates Fund](#) is a combination of Google.org grants and Google loans that aims to drive over \$1B in aggregate wage gains by enabling nonprofit, Social Finance, to support economic mobility for tens of thousands of underserved American workers.



"Google Ads brings us exposure and leads. We're able to get creative with keywords to find customers in different ways."

Brian Grisham
Marketing and Sales Specialist of Exclusive Tents
Tucson, Arizona

In 2021, Google launched the Grow with Google Digital Coaches program in Phoenix. Now available statewide, the program provides free hands-on coaching and digital skills training to help Black and Latino small businesses reach new customers, thrive online, and grow. Our Arizona Digital Coach has helped train **more than 1,200 small business owners** through **20+ digital skills workshops**.

\$185M

to support small
business resilience

Google's commitment of **\$185M** enabled Opportunity Finance Network (OFN) to establish the Grow with Google Small Business Fund and OFN's Grant Program funded by Google.org. The fund delivered low-interest loans to over 50 community development financial institutions (CDFIs) including **Citizens Potawatomi Community Development Corporation (CPCDC), Opportunity Fund, Self-Help Credit Union, Rural Community Assistance Corporation, and Disability Opportunity Fund** with services in Arizona, who in turn provided loans to tens of thousands of underserved small businesses. Over the last two years, the loans and grants were disbursed to OFN-member CDFIs, including **\$50M** to support Black-owned businesses.

Supporting Arizona nonprofits and local organizations

We know that organizations are already doing great work in Arizona. That's why Google has partnered with trusted community institutions across the state to bring digital skills training, grant funding, and other resources to more Arizonans.

3,900+

nonprofits in Arizona
supported

Since 2011, Google for Nonprofits has supported more than **3,900 nonprofits in Arizona**.

Since 2006, our employees based in Arizona—including matching contributions from Google—have donated over **\$741,000 in charitable giving** to nonprofits.

