

# Google is proud to support Arkansas

Creating economic opportunity across the Natural State

## \$2.28B of economic activity

In 2022, Google helped provide \$2.28 billion of economic activity for thousands of Arkansas businesses, nonprofits, publishers, creators and developers.

## 162,000+ Arkansas businesses

More than 162,000 Arkansas businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 121,000+ Arkansans trained

Grow with Google has partnered with 96 organizations in the state to train more than 121,000 Arkansans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

*“Google Ads is the most effective digital marketing tool out there. It allows you to meet people at the moment that they’re looking for what you have to give.”*

**Rachel Spencer**  
Co-founder of Float Eureka  
Eureka Springs, 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 Float Eureka, 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 Communities Unlimited in Arkansas, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits, including Moma Keta's Childcare in Pine Bluff.

### \$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.



75%

of learners report a positive impact to their career<sup>1</sup>

## Helping Arkansans develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025<sup>2</sup> and 1 in 3 American workers have very limited or no digital skills.<sup>3</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>4</sup>

Google has also partnered with 13 Arkansas educational institutions like Arkansas Tech Career Center and Southside High School to make Google Career Certificates available to students and to increase employment opportunities.

207,000+

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 \$240 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.

\$164,000+

In charitable giving

Since 2017, our employees based in Arkansas – including matching contributions and philanthropic giving from Google.org – have donated over \$164,000 to nonprofits.

1,500

nonprofits supported

Since 2011, Google for Nonprofits has supported 1,500 nonprofits in Arkansas.

\$1.99M

in free search advertising

In 2022, Google.org provided \$1.99 million in free search advertising to Arkansas nonprofits through the Google Ad Grants program.

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

<sup>1</sup> Based on program graduate survey responses, United States 2022  
<sup>2</sup> The Future of Jobs Report 2020, World Economic Forum, Oct. 2020  
<sup>3</sup> Digitalization and the American Workforce, Brookings Institute, Nov. 2017