

# Google is proud to support Maryland

Creating economic opportunity across the state

## \$8.32B of economic activity

In 2022, Google helped provide \$8.32 billion of economic activity for tens of thousands Maryland businesses, nonprofits, publishers, creators and developers.

## 335,000+ Maryland businesses

More than 335,000 Maryland businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 151,000+ Marylanders trained

Grow with Google has partnered with 189 organizations in the state to train more than 151,000 Marylanders on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

*"Our Google Business Profile gets more impressions than our website. It really helps with overall performance."*

**Willis Aybar**  
Owner & Creative Director of Studio 87  
Dundalk, Maryland



## Helping Maryland's small businesses and startups thrive

Maryland business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Maryland businesses like Studio 87, Google is increasing access to capital, trainings and free resources.

### \$191M

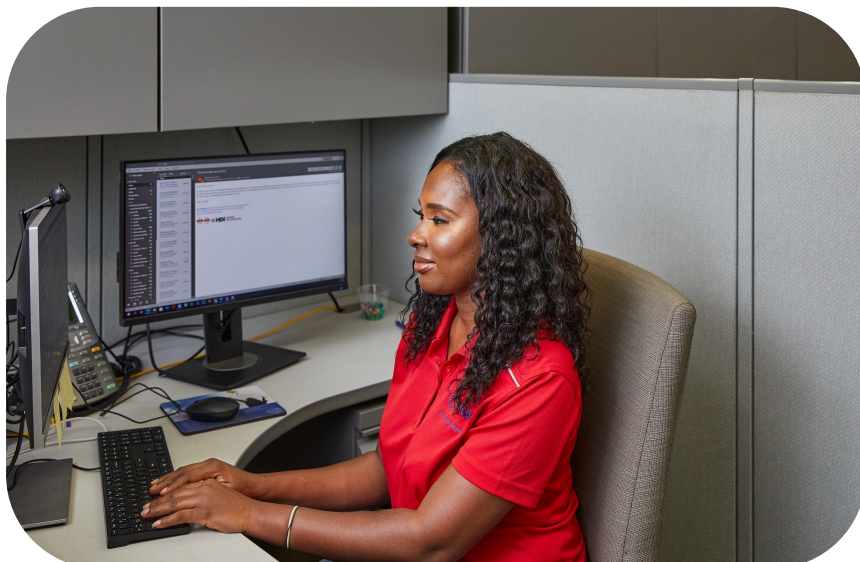
Provided to support small business resilience

Google's commitment of \$191 million in loans and grants to Opportunity Finance Network (OFN) supported community development financial institutions (CDFIs) including Seed Commons in Maryland, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits, including Red Emma's Bookstore Coffeehouse in Baltimore.

### \$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, like Femly in Maryland.



*"The IT Support Certificate reminded me of the importance of always learning and staying on top of industry trends."*

**Tracy Moore**  
Google IT Support Certificate graduate

IT Helpdesk Representative at  
Baltimore City Public Schools  
Randallstown, Maryland

## Helping Marylanders 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 19 Maryland educational institutions like Howard Community College and Johns Hopkins University to make Google Career Certificates available to students and to increase employment opportunities.

**396,000+**

Maryland 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 Maryland nonprofits and local organizations

Local organizations and nonprofits across Maryland 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 Marylanders.

**\$59M+**

in grants

Since 2006, Google.org has awarded over \$59 million in grants to Maryland organizations and nonprofits.

**\$1M+**

In charitable giving

Since 2014, our employees based in Maryland – including matching contributions and philanthropic giving from Google.org – have donated over \$1 million to nonprofits.

**6,300**

nonprofits supported

Since 2011, Google for Nonprofits has supported 6,300 nonprofits in Maryland.

**\$19.3M**

in free search advertising

In 2022, Google.org provided \$19.3 million in free search advertising to Maryland nonprofits through the Google Ad Grants program.

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

<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