

# Google's commitment to racial equity and inclusion

How Google helps create economic opportunity for underrepresented communities through products, partnerships and training

## Helping those disproportionately impacted by the COVID-19 crisis

*Google is working closely with underrepresented communities to provide resources to those who need them most.*

- Google.org committed **\$100M** and **50K** pro bono volunteer hours to the global COVID-19 response and focused its efforts in areas where Google's resources and people can have the most impact: health and science, economic relief and recovery, and distance learning.
- Collectively, the Department of Health and Human Services (HHS) and Google.org provided **\$1.9M** to help the Morehouse School of Medicine create a Health Equity Tracker. Built with support from Google.org Fellows, this public-facing data platform helps Morehouse College—a historically Black college and university (HBCU)—research and analyze the impact of the pandemic on vulnerable populations, and pursue more equitable responses to future public health emergencies.
- To support domestic workers facing economic hardship due to the pandemic, Google.org Fellows worked with the **National Domestic Workers Alliance (NDWA)** to **build an open-source Cash Assistance Platform (CAP)**. This tool helps the NDWA distribute emergency cash funds to domestic workers more efficiently. The organization has helped raise **\$30M+** for domestic workers and **50K** workers have used this assistance for food, rent, medicine, and more.

## Creating helpful products

*Products like Search, Gmail and Google Maps help Americans every day—and survey research finds that these free services provide thousands of dollars a year in value to the average American. Google is committed to bringing an inclusive lens to our product design process to ensure our products are helpful for everyone.*

- We offer Android, our open-source operating system, to device makers and carriers for free, which lowers the cost consumers pay for mobile devices. The Android model has created more choice for phone makers, app developers, and billions of consumers who can now afford and use an array of cutting-edge smartphones available at every price point, including some as low as \$50. This greatly increases access to technology and resources for cost-sensitive users.

- Google Search helps smaller merchants compete with large competitors everyday. On average, local results in Search drive more than **4B** connections for businesses every month, including connecting people with **120M+ businesses** that don't have a website. Most recently, Google rolled out an **"identifies as Black-owned" attribute**. This lets Black-owned business owners display the attribute on their Business Profile to get discovered in Search and Maps. Google has rolled out similar attributes for other communities, including "LGBTQ+-friendly" businesses.
- Google made a **\$100M global, multi-year commitment to center and grow Black creators and artists on YouTube** with the #YouTubeBlackVoicesFund. As part of this commitment, Google will produce and acquire new YouTube Original programs focused on racial justice and Black experiences, and Black creators and artists will be equipped with resources to help them succeed on the platform, including dedicated partner support, seed funding for the development of their channels, and access to bespoke training, workshops, and networking programs.
- These products, of course, complement the many other affordable Google tools that help people every day. For example, Google advertising tools help businesses reach customers faster and at lower cost—and unlike other advertising, a business pays for ads on Google Search only when someone clicks on or interacts with an ad.

## Supporting economic recovery for underserved small businesses

*Black-, Latino-, and Native American-led businesses are only half as likely as white-run businesses to have received financial aid during the COVID-19 crisis.<sup>1</sup> Google has partnered with trusted community institutions to increase access to capital and provide digital skills training and resources to support economic recovery for underserved small businesses.*

### Increasing access to capital

- Google announced a **\$180M** commitment to support historically underserved local businesses through the Grow with Google Small Business Fund and Google.org Grant Program. Through a partnership with Opportunity Finance Network (OFN), the fund provides low-interest loans to community development financial institutions (CDFIs), who in turn provide loans to small businesses across the U.S. underserved populations. OFN's network of 300+ CDFI members lend to 58% people of color, 85% low-income, 26% rural, and 48% women, according to a 2018 member survey. So far, **\$30M+** in loans and grants for Black-owned businesses have been allocated to local partners out of the **\$50M** pledged. Google.org has also provided a **\$3M grant** to the Hispanics in Philanthropy's PowerUp Fund to help hundreds of Latino-owned small businesses gain access to capital and training.
- As part of the same commitment to racial equity, Google provided **\$100M** in funding participation to Black-led capital firms, startups, and organizations supporting Black entrepreneurs. This includes increased investments in Plexo Capital and non-dilutive funding to Black founders in the Google for Startups network. Google for Startups also created a **\$5M Black Founders Fund**, which selected **76 founders** to receive cash awards and hands-on support, and launched its first-ever **Accelerator for Black founders** in 2020. And to support Black founders outside of the U.S., Google for Startups also established complementary funds in Brazil (\$1M) and Europe (\$2M).

- To alleviate some of the cost of connecting with customers, Google provided a total of **\$340M** in Google Ads credits to all small businesses with active accounts. These ad credits are being used to sustain businesses across the U.S., including Black- and Latino-owned businesses that were disproportionately impacted by the pandemic.
- To help businesses stay resilient, Google launched a Small Business COVID hub that features tips and recommendations to help business owners stay connected to their customers and employees. **8.5M+** people have visited the COVID hub to help their businesses since its launch in April 2020.
- Google introduced the GNI Ad Transformation Lab, a program designed to help advance the digital transformation of Black- and Latino-owned news publishers in the U.S. and Canada. In partnership with the **National Newspaper Publishers Association (NNPA)**, the **National Association of Hispanic Publications (NAHP)**, and the **Association of Alternative Newsmedia (AAN)**, participating publishers will receive a **six-month, hands-on learning experience with analytical and technical support** from industry experts to accelerate digital business growth.

### Helping small businesses and startups grow

- Google provides free, hands-on coaching and digital skills training from culturally competent, local marketing experts through the Grow with Google Digital Coaches program. Google recently expanded the program, bringing its presence to a total of 20 cities. To date, Digital Coaches have helped train **58K+** small business owners through more than **1,100K** workshops on topics such as how to reach new customers online or how to use data to understand website traffic. Latino-owned small business owners can also use free training resources through Grow with Google “Paso a Paso,” OnAir En Español, and Primer app minicourses (available in English and Spanish) to help grow their businesses.
- Google has collaborated with **8K+ organizations** across the country to **train 5M+ Americans** on digital skills. To ensure these trainings reach underrepresented communities, Google has worked with trusted community organizations including the **American Library Association (ALA)**, **National Congress of American Indians (NCAI)**, **United States Hispanic Chamber of Commerce (USHCC)**, and **U.S. Black Chambers, Inc. (USBC)**.
- Google for Startups partners with **80+ organizations** globally, including those that help Black, Latino, and veteran founders grow their businesses. For example, Google for Startups kicked off its **5th annual Black Founders Exchange program** in collaboration with **American Underground**. This program connected 40 Black founders to the capital and resources they need to scale their businesses. Over the last four years, graduates of the program have gone on to raise **\$20M+** in funding and have had a **78%** increase in job creation.

## Helping people find high-growth, good-paying jobs

Google is focused on making digital skills training and job-training solutions accessible to everyone. We are committed to helping people reskill and enter the workforce, which helps drive broader economic recovery for the country.

### Making digital skills accessible to everyone

- Grow with Google delivers year-round workshops to help job seekers learn digital skills required to search for, apply for, and land a job. These workshops are hosted through programs like the Grow with Google Partner Program and Grow with Google OnAir in both English and Spanish. In collaboration with **8K+** partners across the country, **3,700K+** digital skills workshops were delivered. Partners include **Goodwill, Hispanic Federation, Historically Black Colleges & Universities (HBCUs), the League of United Latin American Citizens (LULAC), the National Digital Inclusion Alliance (NDIA), the National Urban League (NUL), NPower, and the Young Women's Christian Association (YWCA).**
- To help prepare job seekers for new opportunities, Google's Applied Digital Skills program provides free lessons on topics ranging from how to create a resume to how to communicate effectively at work. **2M+** people have taken Applied Digital Skills lessons in either English or Spanish.

### Creating new career pathways to high-growth, good-paying jobs

- Google is invested in expanding access to Google Career Certificates—online programs that prepare individuals for entry-level jobs in high-growth fields in as little as six months—to help more people grow their careers. To date, the Google IT Support Professional Certificate has been implemented through 100+ community colleges and dozens of career technical education sites, and **tens of thousands of people have graduated** from the course. **58%** of people who take the Google IT Support Professional Certificate course are Black, Latino, women, or veterans and it's the **#1 certificate on Coursera** globally.

## Diversifying our supplier base and bringing diverse talent to Google

Google is committed to supplier diversity, as well as expanding long-term investment into locations that contribute sustained economic impact to underrepresented communities. We hold ourselves accountable for these commitments by publicly publishing our Diversity Annual Report every year.

### Supplier diversity

- We rely on thousands of suppliers to help us run our business—from marketing agencies and construction to professional services. Google has made a commitment to spend a minimum of **\$1B** with diverse-owned suppliers in the U.S., and **\$100M** of this spend will be dedicated to Black-owned businesses. As an example, Google has increased the percentage of Black mental health counselors available for its U.S. employees.

## Bringing diverse talent to Google

- Google is also invested in the long-term growth of U.S. locations that contribute to a high quality of life for underrepresented Googlers. Across our sites in Atlanta, Washington, D.C., Chicago, and New York, Google is aiming to add an **additional 10K** Googlers by 2025, including **1K** new roles by the end of this year. In global sites, including London, we will continue to focus on recruiting and hiring Googlers from historically underrepresented backgrounds.
- Google has also committed to improving representation of underrepresented groups at senior levels by **30%** and to **more than double** the number of Black and Latino Googlers at all other levels by 2025.
- We work hard to attract the best talent, and once people are here we want to ensure it's a great place to work for them. We've **doubled the Retention & Progression team**, so that each area of our company has designated support for underrepresented Googlers, and we plan to triple this program by 2022.
- Google established a **Black Leadership Advisory Group** to create products and programs that help Black users in the moments that matter most—for example, the Google Assistant responds to questions related to Black Lives Matter and Juneteenth. Google has also established a **product task force** to prioritize and implement ideas in partnership with the Black Leadership Advisory Group and members of the Black Googler Network.
- Google has introduced a **student loan repayment program** to address the debt that hinders economic progress for many underrepresented communities.

## Supporting equitable education with CS and STEM excellence

*A disproportionate number of students of color cannot participate in online learning because they lack devices and/or connectivity, do not see themselves affirmed in learning materials, or do not have equitable access to high-quality computer science (CS) learning opportunities. Google is working to ensure that everyone has access to impactful, culturally responsive learning experiences.*

- To help teachers support underrepresented students, Google provides free, online educational resources and training through programs like CS First and Applied Digital Skills, which increase access to computer science and digital skills. We recently expanded these programs to reach **7K** more teachers and **500K** Black middle and high school students by offering free professional development for teachers, creating a more culturally-responsive curriculum, and partnering with community-based organizations.
- Google.org has committed nearly **\$35M** since 2014 to help close the racial equity gaps in education, including supporting CS programs to increase Black and Latino representation in STEM fields with help from partners like the **NAACP**, **Scratch**, and the **Kapor Center**. This funding has also helped teachers gain access to online educational materials that can help make classrooms more inclusive.

- In 2020, Google.org provided a **\$5M** grant to help **DonorsChoose** launch **#ISeeMe**—an effort to lift up the diverse identities of teachers and students in their classrooms. Building on this, Google.org provided an additional **\$1M** to support Black and Latino teachers, and teamed up with experts at **The Conscious Kid** to curate a list of teacher-facing reading materials and evaluation criteria to consider when bringing new resources into the classroom.
- These efforts build on our other education initiatives, including Code Next, which focuses on cultivating the next generation of Black and Latino technology leaders, and Tech Exchange, which partners with HBCUs and HSIs to bring students to Google’s campus for four months to learn about topics from product management to machine learning. We are also partnering with universities to address racial gaps in computer science research and academia and supporting Black representation in the field of artificial intelligence (AI) through programs like exploreCSR awards and Black in AI.

## Supporting criminal justice and legal system reform

*Google is making a continual investment in communities that need it most. This includes supporting racial justice organizations across the globe, on topics like criminal justice and legal system reform.*

- In 2020, Google.org committed **\$12M** in grants, as well as **10K pro bono volunteer hours**, to organizations working to advance criminal justice reform. This builds on **\$32M** that Google has donated to the cause over the past five years.
- Google.org provided a **\$1M** grant and **sent a team of Google.org Fellows to the Center for Policing Equity (CPE)** to develop scalable, generalizable infrastructure and reporting tools that will enable CPE to expand the coverage and accessibility of their police stop and use-of-force data and reports.

