



# Google is proud to call Michigan home

Creating economic opportunity across the Great Lakes State



*“Google Ads is incredibly important because it allows us to place ourselves more broadly, where we wouldn't otherwise be considered. That helps us generate leads.”*

*-Mykolas Rambus  
Co-founder & CEO of Hush  
Detroit, Michigan*

## 15+ years in Michigan

Google has proudly called Michigan home for over 15 years with offices in Ann Arbor and Detroit.

## \$15.03B of economic activity

In 2023, Google helped provide \$15.03 billion of economic activity for tens of thousands of Michigan businesses, publishers, nonprofits, creators, and developers.

## 519,000+ Michigan businesses

More than 519,000 Michigan businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 377,000+ Michiganders trained

Grow with Google has partnered with 300 organizations in the state like Flint Innovative Solutions and Greater West Bloomfield Chamber of Commerce to train more than 377,000 Michiganders on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

## Helping Michigan's small businesses and startups thrive

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

**12,340+**

small businesses trained by a Michigan Digital Coach

[Grow with Google Digital Coaches](#) are local experts who help diverse small businesses grow. Our Michigan Digital Coach offers live training and hands-on coaching – for free – to small businesses.

**\$11M**

in venture capital raised by Google for Startups Founders Fund recipients in Michigan

The [Google for Startups Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs, like Hush in Michigan.



*I gained such a competitive edge in the entry level market, and was able to use what I learned through the course to craft a portfolio that impressed my interviewers before I even joined the meeting. Completing this certificate revived my passion for learning and inspired me to dive deeper into mastering a subject.*



**Briana Wooten**

Google UX Design Certificate graduate

Product Education Associate at S&P Global  
Detroit, Michigan

## Helping Michiganders 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.

**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.<sup>3</sup>

Google has also partnered with 51 Michigan educational institutions like Delta College and Wayne County Community College District to make Google Career Certificates available to students and to increase employment opportunities.

**646,000+**

Michigan 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.

## Investing in local communities

Local organizations and nonprofits across Michigan 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 Michiganders.

**\$10M+**

in funding

Since 2006, Google.org has awarded over \$10 million in funding to Michigan organizations and nonprofits.

**\$11M+**

In charitable giving

Since 2005, our employees based in Michigan – including matching contributions and philanthropic giving from Google.org – have donated over \$11 million to nonprofits.

**30,100+**

volunteer and pro bono hours

Through Google.org, employees served over 30,100 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet.

**\$14.58M**

of free advertising

Since 2011, Google for Nonprofits has supported more than 1,540 nonprofits in Michigan. In 2023 alone, Google.org provided \$14.58 million in donated search ads to Michigan nonprofits through the Google Ad Grants program and more than \$1.88 million in Google Workspace for Nonprofits.

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

<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 2023