

Google is proud to support Louisiana

Creating economic opportunity across the Bayou State

\$1.35B of economic activity

In 2021, Google helped provide \$1.35B of economic activity for tens of thousands of Louisiana businesses, nonprofits, publishers, creators, and developers.

271,000+ Louisiana businesses

More than 271,000 Louisiana businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021.

82,000+ Louisianans trained on digital skills

In Louisiana, Grow with Google has partnered with nearly 130 organizations to train more than 82,000 Louisianans on [digital skills](#), including public libraries, chambers of commerce, and more.

Helping Louisiana small 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 people 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.



“Our Google Business Profile helps us get the word out and gives us another way to showcase our capabilities and the day-to-day operations we have.”

Barrett Wiley
Co-founder, President, & Director of
Operations of Cleaning Concierge
New Orleans, Louisiana

\$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.

\$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 **Hope Enterprise Corporation, Communities Unlimited, Reinvestment Fund, TruFund**, and others with services in Louisiana, 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.

2,090+

underrepresented business owners trained in Louisiana by local digital coach

In 2020, Google launched the Grow with Google Digital Coaches program in New Orleans and recently expanded it statewide. 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 Louisiana Digital Coach has helped trained more than **2,090 small business owners** through **40+ digital skills workshops**.

Supporting Louisiana nonprofits and local organizations

We know that organizations are already doing great work in Louisiana. 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 Louisianans.

\$2.9M

in free search advertising to Louisiana nonprofits

Since 2011, Google for Nonprofits has supported more than **1,890 nonprofits in Louisiana**. In 2020, Google provided over **\$2.9M in free search advertising** to Louisiana nonprofits through the Google Ad Grants program.

Since 2006, Google has awarded over **\$227,000 in grants** to nonprofits and organizations based in Louisiana.

