



Google is proud to call Wisconsin home

Creating economic opportunity across the Badger State



“Google Workspace tools are the most intuitive, time-saving group of support mechanisms for startups that are out there.”

Eli Rivera

Co-founder & CEO of The Way Out
Milwaukee, Wisconsin

More than a decade in Wisconsin

Google has proudly called Wisconsin home for more than a decade with an office in Madison.

\$8.82B of economic activity

In 2022, Google helped provide \$8.82 billion of economic activity for tens of thousands of Wisconsin businesses, publishers, nonprofits, creators and developers.

330,000+ Wisconsin businesses

More than 330,000 Wisconsin businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

128,000+ Wisconsinites trained

Grow with Google has partnered with 138 organizations in the state to train more than 128,000 Wisconsinites on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

Helping Wisconsin's small businesses and startups thrive

Wisconsin business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Badger State businesses like The Way Out, 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 Wisconsin Women's Business Initiative Corporation (WWBIC) in Wisconsin, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits, including Lovingkindness AFH LLC in Racine.

\$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 The Way Out in Wisconsin.



75%

of learners report a positive impact to their career¹

Helping Wisconsinites develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025² and 1 in 3 American workers have very limited or no digital skills.³ 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.⁴

Google has also partnered with Wisconsin educational institutions like Chippewa Valley Technical College and Gateway Technical College to make Google Career Certificates available to students and to increase employment opportunities.

324,000+

Wisconsin 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.

Investing in local communities

Local organizations and nonprofits across Wisconsin 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 Wisconsinites.

\$4M+

in grants

Since 2006, Google.org has awarded over \$4 million in grants to Wisconsin organizations and nonprofits.

\$4M+

In charitable giving

Since 2007, our employees based in Wisconsin – including matching contributions and philanthropic giving from Google.org – have donated over \$4 million to nonprofits.

8,300+

volunteer and pro bono hours

Through Google.org, employees served over 8,300 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity and access to the internet.

4,600

nonprofits supported

Since 2011, Google for Nonprofits has supported 4,600 nonprofits in Wisconsin. In 2022, Google.org provided \$8.54 million in free search advertising to Wisconsin nonprofits through the Google Ad Grants program.

Learn more about Google in Wisconsin at: g.co/economicimpact/wisconsin

^{1,4} Based on program graduate survey responses, United States 2022

² The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

³ Digitalization and the American Workforce, Brookings Institute, Nov. 2017