

Google is proud to call Wisconsin home

Creating economic opportunity in the Badger State

More than a decade in Wisconsin

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

120+ employed full-time

More than 120 Wisconsinites are employed full-time by Google.

\$8.61B of economic activity

In 2021, Google helped provide \$8.61B of economic activity for tens of thousands of Wisconsin businesses, nonprofits, publishers, creators, and developers.

346,000+ Wisconsin businesses

More than 346,000 Wisconsin businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021.

Helping Wisconsin 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 Wisconsinites learn digital skills so they can reach new customers and find new job opportunities. In Wisconsin, Grow with Google has partnered with 124 organizations to train more than 110,000 Wisconsinites on digital skills, including public libraries, chambers of commerce, community colleges, and more.

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.



"Google AdSense was my first income from the business. I ordered 20 products—purchased with AdSense money—and put them on sale, and then used that money to buy even more."

Haley Elmhurst
Founder of 101Rabbits
Stevens Point, Wisconsin

\$100Mto 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.

\$185Mto 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 **Wisconsin Women's Business Initiative Corporation** with offices in Madison, Kenosha, Milwaukee, Racine, Appleton, and La Crosse, as well as others with services across Wisconsin, 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.

Supporting Wisconsin nonprofits and local organizations

We know that organizations are already doing great work in Wisconsin. 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 Wisconsinites.

\$7.3Min Google Ad Grants to
Wisconsin nonprofits

Since 2011, Google for Nonprofits has supported more than **3,975 nonprofits in Wisconsin**. In 2020, Google.org provided over **\$7.6M in free search advertising** to Wisconsin nonprofits through the Google Ad Grants program.

