

# Google is proud to support Vermont

Creating economic opportunity across the Green Mountain State

## \$1.75B of economic activity

In 2023, Google helped provide \$1.75 billion of economic activity for thousands of Vermont businesses, nonprofits, publishers, creators, and developers.

## 48,000+ Vermont businesses

More than 48,000 Vermont businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 19,000+ Vermonters trained

Grow with Google has partnered with 40 organizations in the state to train more than 19,000 Vermonters on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

*"There's a ripple effect from every Google Ad. They reach a lot of our wholesale customers, buyers, investors, customers – everybody."*

*-Eric Sorkin  
CEO of Runamok  
Fairfax, Vermont*



## Helping Vermont's small businesses and startups thrive

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

**\$250M+**

in venture capital raised by  
Google for Startups Founders  
Fund recipients in the U.S.

The [Google for Startups Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs throughout the U.S.



Within a month of completing the course, I ended up receiving two job offers which is pretty rare in my graphic design/marketing field. I really could not have expected a better outcome from the certificate, and I feel like I have a very solid foundation in UX design. That's helpful not only in my new job, but also in designing websites for my consulting clients.



**Dani Hamilton**

Google UX Design Certificate graduate

Lead Designer at Insightly  
Colchester, Vermont

## Helping Vermonters 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 new 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 Vermont educational institutions like Community College of Vermont to make Google Career Certificates available to students and to increase employment opportunities.

**21,000+**

Vermont 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.

## Supporting Vermont nonprofits and local organizations

Local organizations and nonprofits across Vermont 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 Vermonters.

**\$2M+**  
in funding

Google.org has awarded over \$2 million in funding to Vermont organizations and nonprofits.

**\$374,000+**  
in charitable giving

Since 2009, our employees based in Vermont – including matching contributions and philanthropic giving from Google.org – have donated over \$374,000 to nonprofits.

**\$290,000+**  
in Google Workspace

Since 2011, Google for Nonprofits has supported more than 250 nonprofits in Vermont. In 2023 alone, Google.org provided more than \$290,000 in Google Workspace for Nonprofits.

**\$2.48M**  
of free search advertising

In 2023, Google.org provided \$2.48 million in donated search ads to Vermont nonprofits through the Google Ad Grants program.

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

<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