

Google is proud to support Arkansas

Creating economic opportunity across the Natural State

\$837M

of economic activity provided for 9,900 Arkansas businesses, nonprofits, publishers, creators, and developers in 2020.

147K+ Arkansas businesses

have connected directly with customers using Google — like [Jordan Bedding & Furniture Gallery](#) in Hot Springs, [Riffraff](#) in Fayetteville, and [Rock City Outfitters](#) in Maumelle.

96K+ Arkansans

trained on critical digital skills. Grow with Google has partnered with 80+ organizations in the state to train 96K+ Arkansans on [digital skills](#), including organizations like public libraries, chambers of commerce, and more.

Helping Arkansas businesses and job seekers

The COVID crisis disrupted nearly 9 in 10 businesses; however, digitally advanced small businesses were 3.2x more successful at retaining customers and experienced half the revenue losses.¹ Technology creates growth opportunities for American businesses — and Google helps American workers develop the skills they need to succeed in the digital economy through free skilling programs and resources.

\$180M

to support small business resilience

Google's commitment of \$180M has enabled Opportunity Finance Network to establish the [Grow with Google Small Business Fund](#) and [OFN's Grant Program](#) funded by Google.org to assist Community Development Financial Institutions (CDFIs) working with underserved small businesses. CDFIs include **Southern Bancorp Community Partners** and **People Trust Community Loan Fund** in Little Rock, and others that serve the state.

100K

scholarships to help people grow their careers in the digital economy

[Google Career Certificates](#) offer self-paced, online job training that prepares people for careers in fast-growing fields of data analytics, IT support, project management, and user experience (UX) design. Google has provided 100,000 scholarships to help more people access these certificates to grow their careers. Since launching in 2018, over 50,000 people have earned a Google Career Certificate and 82% of U.S. graduates report a positive career impact within six months of completion. More than half of those graduates identify as Black, Latino, female, or veteran. Learn more at grow.google/skills.



“We simply want to be known as the place to go for mattresses in central Arkansas. Google enables us to do that.”

Shanna Jordan
Owner of Jordan Bedding & Furniture Gallery
Hot Springs, Arkansas

¹ <https://digitallydriven.connectedcouncil.org/>

Helping Arkansas nonprofits and local organizations

We know that organizations are already doing great work in Arkansas. That's why Google has partnered with trusted community institutions across the state to bring digital skills training, grant funding, and other resources and services to more Arkansans, including those historically underserved.

\$1.67M

in Google Ad Grants to
Arkansas nonprofits

Google for Nonprofits provides nonprofit organizations across the U.S. with access to Google products like Google Workspace for Nonprofits, Google Ad Grants, YouTube, and Google Maps Platform. Since 2011, Google for Nonprofits has supported more than **1,300** nonprofits in Arkansas. In 2020, Google provided over **\$1.67M in in-kind search advertising credit** to Arkansas nonprofits through the Google Ad Grants program.

Since 2017, Google employees based in Arkansas — with matching contributions from Google — have donated **\$42K+** in charitable giving to nonprofits.

"Google Ad Grants empowers us to deliver timely, life-changing information to our hungry neighbors in central and southern Arkansas. With the help of our certified partner, RKD Group, we're able to meet people where they are — whether that's providing access to food or a way to give back."

-Lea Whitlock

Communications Director at Arkansas Foodbank



Learn more about Google in Arkansas at: q.co/economicimpact/arkansas