



Google is proud to call North Carolina home

Creating economic opportunity across the state

More than a decade in North Carolina

Google has proudly called North Carolina home for more than a decade with offices in Chapel Hill and Durham and a data center in Lenoir/Caldwell County.

340+ employed full-time

More than 340 North Carolinians are employed full-time by Google.

\$10.2B of economic activity

In 2021, Google helped provide \$10.2B of economic activity for tens of thousands of North Carolina businesses, nonprofits, publishers, creators, and developers.

622,000+ North Carolina businesses

More than 622,000 North Carolina businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021.

Helping North Carolina 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. In North Carolina, Grow with Google has partnered with 323 organizations to train more than 293,000 North Carolinians on digital skills, including public libraries, chambers of commerce, 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.

\$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.



"We use Google Analytics a lot to run different tests. It's cool because we can make a change, and in just a few days we already know if it's working. It really allows us to pinpoint cause and effect."

Adrian Zhang
Co-founder of The Woobles
Cary, North Carolina

\$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 **Appalachian Community Capital**, **Mountain Association for Community Economic Development**, **Self-Help Credit Union**, and others with services in North Carolina, 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.

2,500+

underrepresented business owners trained in North Carolina by a local digital coach

In 2020, Google launched the [Grow with Google Digital Coaches](#) program in North Carolina. 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 North Carolina Digital Coach has helped train more than **2,550 small business owners** through **75+ digital skills workshops**.

\$75M+

in venture capital raised by underrepresented startup founders

[Google for Startups](#) partners with leading North Carolina startup organizations that are supporting the state's technology entrepreneurs, like **American Underground** in Durham. Over the past two years, the [Google for Startups Black Founders Fund](#) has provided \$10M in cash awards and support to promising entrepreneurs including companies like **Utopia Spa and Global Wellness** and **Loanwell** in Durham. **The investments have created a halo effect by helping these founders raise over \$75M in venture capital.** Additionally, Google for Startups announced a [\\$7M commitment](#) to the Latino startup community to help founders get access to capital needed to scale, and to support organizations working to grow a robust community of Latino founders this year. Recipients include. Additionally, in partnership with **American Underground**, Google for Startups concluded its sixth annual [Black Founders Exchange](#) program last year. Since the program began, founders have collectively grown their revenues 36X, including **Maverick Innovation** in Durham and **BatteryXchange** in Charlotte.

Supporting North Carolina nonprofits and local organizations

We know that organizations are already doing great work in North Carolina. 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 North Carolinians.

\$5.5M+

in grants to nonprofits and organizations that based in North Carolina

Since 2009, Google.org has awarded over **\$5.5M in grants** to nonprofits and organizations based in North Carolina. This funding has helped organizations like **Her Spark** drive STEM education for girls.

Since 2009, our employees based in North Carolina—including matching contributions from Google—have donated over **\$3M in charitable giving** to nonprofits. Our employees also served over **5,700 hours of volunteer work** with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the internet.

Google's long-term commitments to buy renewable energy in North Carolina have spurred the construction of **nearly \$340M in new energy infrastructure** in the state over the past decade. These energy investments have helped increase economic opportunity and job creation in rural North Carolina.

\$13.12M

in free search advertising to North Carolina nonprofits

Since 2011, [Google for Nonprofits](#) has supported more than **6,852 nonprofits in North Carolina**. In 2020, Google provided **\$13.12M in free search advertising** to North Carolina nonprofits through the [Google Ad Grants](#) program.

In partnership with **Ft. Bragg**, **Camp Lejeune**, and the **United Service Organizations (USO)**, Grow with Google has trained **hundreds** of transitioning service members, spouses, and military vets on resume-building and interview skills. In 2021, Google for Startups partnered with **Atlas** to provide [four-month fellowships](#) for transitioning service members and military spouses across the U.S. to be placed at tech startups. Additionally, in Fayetteville last year, Google introduced a new [remote work feature](#) in Google Search to make it easier for military spouses to find high-quality, flexible work.

Free

high-speed internet service provided to North Carolina residents

[Google Fiber](#) has provided high-speed, high bandwidth internet services to the Charlotte and Triangle areas since 2016. Several North Carolina nonprofits, libraries, and community centers receive **Google Fiber gigabit internet service at no cost** through the Community Connections program. Additionally, residents at 196 public housing units in North Carolina receive gigabit internet service at no cost through the Gigabit Communities program.

Learn more about Google in North Carolina at: g.co/economicimpact/northcarolina