



# Google is proud to call Pennsylvania home

Creating economic opportunity across the Keystone State



*“Google Ads has really taken off for us, especially when other digital platforms weren’t performing as well. The returns we’re experiencing—it’s phenomenal.”*

**Addie Ajayi**  
Founder & CEO of D'IYANU  
Norristown, Pennsylvania

## More than a decade in Pennsylvania

Google has proudly called Pennsylvania home for more than a decade with an office in Pittsburgh.

## \$16.95B of economic activity

In 2022, Google helped provide \$16.95 billion of economic activity for tens of thousands of Pennsylvania businesses, publishers, nonprofits, creators and developers.

## 705,000+ Pennsylvania businesses

More than 705,000 Pennsylvania businesses used Google’s free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 380,000+ Pennsylvanians trained

Grow with Google has partnered with 376 organizations in the state to train more than 380,000 Pennsylvanians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

## Helping Pennsylvania’s small businesses and startups thrive

Pennsylvania business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Keystone State businesses like D'IYANU, 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 Bridgeway Capital in Pennsylvania, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits, including Purpose Driven Contractors LLC in Harrisburg.

## 5,100+

small businesses trained by Pennsylvania Digital Coaches

[Grow with Google Digital Coaches](#) are local experts who help diverse small businesses grow. Our Pennsylvania Digital Coaches offer live training and hands-on coaching – for free – to small businesses.

## \$6M+

in venture capital raised by Google for Startups Founders Fund recipients in Pennsylvania

[The Google for Startups Black and Latino Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs, like Nixtla in Pennsylvania.



*This program made it easy for me to learn new skills while finishing out my existing job. I was able to complete the certificate in about 3 months, and it was set up in such a way that it was very convenient to do little bits here and there. The program helped me to see that a lot of my existing skills are used in project management and how I could translate my experience into a project management job. I finished the certificate in June and I accepted a job offer to be a Program Manager in mid-July!\**



**Megan Barrick**

Google Project Management Career Certificate graduate

Program Manager at the Pennsylvania Bar Institute  
Carlisle, Pennsylvania

*\*Results may vary and are not guaranteed.*

## Helping Pennsylvanians 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 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.<sup>3</sup>

Google has also partnered with Pennsylvania educational institutions like Northampton Community College and Community College of Beaver County to make Google Career Certificates available to students and to increase employment opportunities.

### 890,000+

Pennsylvania 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.

In Pennsylvania, Google worked with the American Farm Bureau Foundation for Agriculture to create digital skills curriculum to better prepare students for careers in agriculture.

**Training the workforce**  
of tomorrow

## Investing in local communities

Local organizations and nonprofits across Pennsylvania 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 Pennsylvanians.

### \$35M+

in grants

Since 2006, Google.org has awarded over \$35 million in grants to Pennsylvania organizations and nonprofits.

### \$25M+

In charitable giving

Since 2005, our employees based in Pennsylvania – including matching contributions and philanthropic giving from Google.org – have donated over \$25 million to nonprofits.

### 30,500+

volunteer and pro bono hours

Through Google.org, employees served over 30,500 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.

### 9,700

nonprofits supported

Since 2011, Google for Nonprofits has supported 9,700 nonprofits in Pennsylvania. In 2022, Google.org provided \$20.79 million in free search advertising to Pennsylvania nonprofits through the Google Ad Grants program.

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

<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 2022