

Google is proud to support South Dakota

Creating economic opportunity across the Mount Rushmore State

\$240M of economic activity

In 2021, Google helped provide \$240M of economic activity for thousands of South Dakota businesses, nonprofits, publishers, creators, and developers.

58,000+ South Dakota businesses

More than 58,000 South Dakota businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021.

Thousands trained on digital skills in South Dakota

Grow with Google has partnered with more than 30 organizations to train thousands of South Dakotans on digital skills, including public libraries, chambers of commerce, community colleges, and more.

Helping South Dakota 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 South Dakotans learn digital skills so they can reach new customers and find new job opportunities.

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.



"We have gone from zero to well over 1,000 clicks, just from people seeing our Google Ads and coming to us."

Walt Swan Jr.
CEO of ĤeSápa Enterprises
Rapid City, South Dakota

\$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.

\$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 **Propel Nonprofits**, who in turn provided loans to tens of thousands of underserved small businesses in South Dakota. Over the last two years, the loans and grants were disbursed to OFN-member CDFIs, including **\$50M** to support Black-owned businesses.

Helping South Dakota nonprofits and local organizations

We know that organizations are already doing great work in South Dakota. 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 South Dakotans.

\$1.12M

in free search
advertising to South
Dakota nonprofits

Since 2011, Google for Nonprofits has supported **521 nonprofits in South Dakota**. In 2020, Google provided over **\$1.12M in free search advertising** to South Dakota nonprofits through the Google Ad Grants program.

