



Google is proud to call Wisconsin home

Creating economic opportunity across the Badger State

15+ years in Wisconsin

Google has proudly called Wisconsin home for over 15 years with an office in Madison.

\$8.97B of economic activity

In 2023, Google helped provide \$8.97 billion of economic activity for tens of thousands of Wisconsin businesses, publishers, nonprofits, creators, and developers.

323,000+ Wisconsin businesses

More than 323,000 Wisconsin businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

140,000+ Wisconsinites trained

Grow with Google has partnered with 140 organizations in the state to train more than 140,000 Wisconsinites on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

"Google levels the playing field so we can compete with the largest companies with much higher budgets. I can't imagine running my small business without them."

-Josh "Erdye" Erdman
Founder of Erdye's Pest Control
Green Bay, Wisconsin



Helping Wisconsin's small businesses and startups thrive

Wisconsin business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Badger State businesses like Erdye's Pest Control, 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, like The Way Out in Wisconsin.



75%

of learners report a positive outcome to their career¹

Helping Wisconsinites develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025² and 1 in 3 American workers have very limited or no digital skills.³ 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 get a new job 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.⁴

Google has also partnered with 16 Wisconsin educational institutions like Chippewa Valley Technical College and Gateway Technical College to make Google Career Certificates available to students and to increase employment opportunities.

340,000+

Wisconsin 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.

Investing in local communities

Local organizations and nonprofits across Wisconsin 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 Wisconsinites.

\$5M+

in funding

Since 2006, Google.org has awarded over \$5 million in funding to Wisconsin organizations and nonprofits.

\$4M+

in charitable giving

Since 2007, our employees based in Wisconsin – including matching contributions and philanthropic giving from Google.org – have donated over \$4 million to nonprofits.

10,100+

volunteer and pro bono hours

Through Google.org, employees served over 10,100 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet.

\$9.88M

of free advertising

Since 2011, Google for Nonprofits has supported more than 880 nonprofits in Wisconsin. In 2023 alone, Google.org provided \$9.88 million in donated search ads to Wisconsin nonprofits through the Google Ad Grants program and more than \$7.97 million in Google Workspace for Nonprofits.

Learn more about Google in Wisconsin at: g.co/economicimpact/wisconsin

^{1,4} Based on program graduate survey responses, United States 2023

² The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

³ Digitalization and the American Workforce, Brookings Institute, Nov. 2017