

# Google is proud to support New Jersey

Creating economic opportunity across the Garden State

## \$22.32B of economic activity

In 2023, Google helped provide \$22.32 billion of economic activity for tens of thousands of New Jersey businesses, nonprofits, publishers, creators, and developers.

## 526,000+ New Jersey businesses

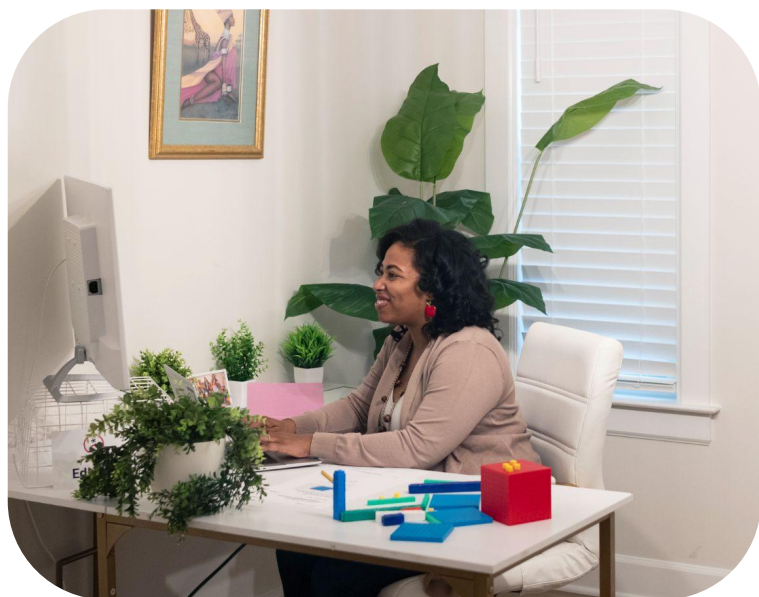
More than 526,000 New Jersey businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 379,000+ New Jerseyans trained

Grow with Google has partnered with 260 organizations in the state like United Passaic Organization and Women's Center for Entrepreneurship Corp. to train more than 379,000 New Jerseyans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

*"I was a little worried that I needed to be this expert to use Google Ads, but myth debunked! There's a ton of online resources along with customer support. I've been able to become fluent in Google Ads."*

**-Teryn Thomas**  
Founder & CEO of EdLight  
Ventnor City, New Jersey



## Helping New Jersey's small businesses and startups thrive

New Jersey business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Garden State businesses like EdLight, Google is increasing access to capital, trainings, and free resources.

**\$2.5M+**

in venture capital raised by  
Google for Startups Founders  
Fund recipients in New Jersey

The [Google for Startups Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs, like MindRight Health in New Jersey.



*"I appreciate the fact that these certificates were created. They provide opportunities for people who may not have any resources to be educated the traditional way. Thanks to the certificate, I've gotten a new job with a pay raise and can keep building on my experience."*

**Trin Henry**  
Google Digital Marketing and E-Commerce Certificate graduate

Media Planner at Publicis East Orange, New Jersey

## Helping New Jerseyans 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 new employment 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.<sup>3</sup>

Google has also partnered with 28 New Jersey educational institutions like Rutgers University and Ocean County College to make Google Career Certificates available to students and to increase employment opportunities.

**543,000+**

New Jersey 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.

## Supporting New Jersey nonprofits and local organizations

Local organizations and nonprofits across New Jersey 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 New Jerseyans.

**\$12M+**  
in funding

Since 2006, Google.org has awarded over \$12 million in funding to New Jersey organizations and nonprofits.

**\$3M+**  
In charitable giving

Since 2012, our employees based in New Jersey – including matching contributions and philanthropic giving from Google.org – have donated over \$3 million to nonprofits.

**\$1.79M+**  
in Google Workspace

Since 2011, Google for Nonprofits has supported more than 1,360 nonprofits in New Jersey like Goats of Anarchy. In 2023 alone, Google.org provided more than \$1.79 million in Google Workspace for Nonprofits.

**\$17.15M**  
of free search advertising

In 2023, Google.org provided \$17.15 million in donated search ads to New Jersey nonprofits through the Google Ad Grants program.

Learn more about Google in New Jersey at: [g.co/economicimpact/newjersey](https://g.co/economicimpact/newjersey)

<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 2023