

# Investing in the Alabama economy, helping create economic growth and jobs

## At home

**in Alabama:** Google proudly calls Alabama home with a data center in Jackson County.

## \$1B

**investment in Alabama:** Since the Jackson County, Alabama data center was built in 2018, Google has invested more than \$1 billion in the state.

## 281,000+

**Alabama businesses:** More than 281,000 Alabama businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 12,500

**small businesses trained by an Alabama Coach:** Grow with Google Coaches are local experts who help small businesses grow. Our Alabama Coach offers live training and hands-on coaching – at no cost – to small businesses.

## \$2.1B

**of economic activity:** In 2024, Google helped provide \$2.1 billion of economic activity for tens of thousands of Alabama businesses, nonprofits, publishers, creators, and developers.



**Aunt Henri**, Huntsville, Alabama.

Aunt Henri, founded in 2013 by Jesse Monaco and her mother, Victoria Passmore, sells handmade quilts, accessories, craft supplies, fabric bundles, and popular slow-stitch kits through its online marketplaces.

**Products:** Google Workspace, Google AI Essentials Course, Gemini, Google Ads

*"[Gemini is] my little personal assistant—it saves time and provides new ideas."*

**Jesse Monaco,**  
Co-founder

## Improving the lives of Alabamians by investing in their citizens and communities

**350,000+ 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. 70%+ of graduates report a positive career impact within six months. Google has also collaborated with Alabama educational institutions like Alabama A&M University and Wallace State Community College-Hanceville to make Google Career Certificates available to students and to increase employment opportunities.



*[After AI Essentials], I had AI help me create a content strategy for my [social media]. It helped me get organized and gave me a starting point for creating engaging content. Now, I can use AI to brainstorm ideas for captions and even help me plan out actionable steps to build my audience. I used to spend two hours on an email or a blog post, just mulling over whether the tone was right or if I had all the right keywords. Now, I can get it done in 20 minutes. It's really given me the freedom to try new things without the risk. I can experiment, see what works, and move forward without feeling overwhelmed.*

**Jesse M.**

Google AI Essentials Certificate graduate  
Ecommerce Manager (Self-employed) at Aunt Henri  
Huntsville, AL

## Helping Alabamians when they need it most

**\$27M+ in philanthropic giving:** Since 2009, Google and Googlers have given more than \$27 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Alabama.

**\$33M+ in Ad Grants to 541 Alabama nonprofits:** Since 2006, Google.org provided more than \$33 million worth of donated search ads to Alabama nonprofits through the Google Ad Grants program.

**5,000+ volunteer hours:** Since 2016, through Google.org, Google employees volunteered more than 5,000 hours with nonprofits and schools.

**Google.org pro bono support:** As part of a Google.org Fellowship, a team of Google employees (software engineers, product managers, UXers, & more) worked full-time for six months with Rewiring America to build and launch the Incentive Calculator that enables residents in Alabama to input a few household details and see the home electrification rebates and tax credits available to them, reducing emissions and empowering communities to adopt clean energy.

**\$5M+ of Ad Grants to nonprofits:** In 2024 alone, Google.org provided more than \$5 million worth of donated search ads to Alabama nonprofits through the Google Ad Grants program.