

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

## \$1.7B

**of economic activity:** In 2024, Google helped provide \$1.7 billion of economic activity for thousands of Idaho businesses, nonprofits, publishers, creators, and developers.

## 119,000+

**Idaho businesses:** More than 119,000 Idaho businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



**DECKED**, Ketchum, Idaho.

*"With Performance Max, we can bring consolidated shopping to our customers and make sure that we're serving each consumer with the correct product for them."*

**-Taylor Straley**, Vice President of E-commerce

**Products:**

YouTube, Google Ads

## Improving the lives of Idahoans 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 Idaho educational institutions like Oakley High School and Jerome High School to make Google Career Certificates available to students and to increase employment opportunities.

**54,000+ Idahoans trained:** Grow with Google has partnered with over 70 organizations in the state to train more than 54,000 Idahoans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



*The experience and knowledge that I gained from the Project Management course, allowed me to bring together a lot of tools and techniques I already was familiar with but put it to scale to manage and run teams successfully. After completing the course, I was able to go from a Senior Manager to accepting a Head of Operations role. I know that the skills and resources I now have will only set me up for success for the future.*

**Savana M.**

Google Project Management Certificate graduate  
Head of Operations at Lucro  
Boise, ID

## Helping Idahoans when they need it most

**\$1M+ in philanthropic giving:** Since 2010, Google and Googlers have given more than \$1 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Idaho.

**\$19M+ in Ad Grants to 298 Idaho nonprofits:** Since 2006, Google.org provided more than \$19 million worth of donated search ads to Idaho nonprofits through the Google Ad Grants program.

**1,000+ volunteer hours:** Since 2013, through Google.org, Google employees volunteered more than 1,000 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 Idaho 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.

**\$2M+ of Ad Grants to nonprofits:** In 2024 alone, Google.org provided more than \$2 million worth of donated search ads to Idaho nonprofits through the Google Ad Grants program.