

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

## \$2.1B

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

## 176,000+

**Kansas businesses:** More than 176,000 Kansas businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



**Rawhide Portable Corrals**, Abilene, Kansas.

*"People use our Google Business Profile for directions. When we moved it was great—I could easily update it and know they were going to the right location."*

**-Cassy Wilson**, Account & Marketing Manager

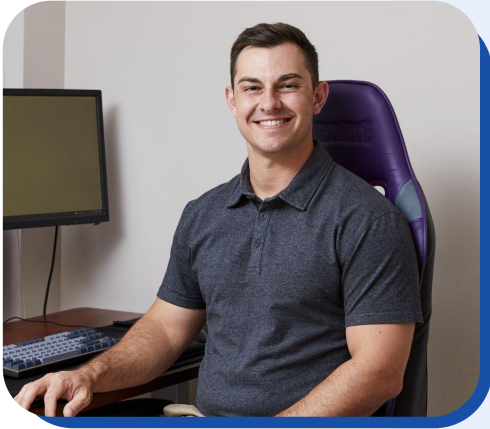
**Products:**

Google Ads, Google Business Profile, YouTube

## Improving the lives of Kansans 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 Kansas educational institutions like Kansas State University and Wichita State University to make Google Career Certificates available to students and to increase employment opportunities.

**83,000+ Kansans trained:** Grow with Google has partnered with over 80 organizations in the state to train more than 83,000 Kansans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



*The certificate opened the door for me to begin work in a completely new field. It has played a very large role in how I can now provide for my family. I would recommend the cert - it was a blessing for me and my family.*

**Collin N.**

Google Data Analytics Certificate graduate  
Financial Data Analyst at Summit CPA  
Manhattan, KS

## Helping Kansans when they need it most

**\$2M+ in philanthropic giving:** Since 2009, Google and Googlers have given more than \$2 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Kansas.

**\$28M+ in Ad Grants to 481 Kansas nonprofits:** Since 2006, Google.org provided more than \$28 million worth of donated search ads to Kansas nonprofits through the Google Ad Grants program.

**1,000+ volunteer hours:** Since 2016, 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 Kansas 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.

**\$4M+ of Ad Grants to nonprofits:** In 2024 alone, Google.org provided more than \$4 million worth of donated search ads to Kansas nonprofits through the Google Ad Grants program.