

Investing in the Mississippi economy, helping create economic growth and jobs

At home

in Mississippi: Google proudly calls Mississippi home with an operations center in Southaven.

\$379M

of economic activity: In 2024, Google helped provide \$379 million of economic activity for thousands of Mississippi businesses, nonprofits, publishers, creators, and developers.

159,000+

Mississippi businesses: More than 159,000 Mississippi businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



The Lucky Rabbit, Hattiesburg, Mississippi.

"Google Analytics helps us understand what we're doing right and where we need to improve our marketing. As a business owner, that's priceless."

- **Abby Thaxton**, Co-owner

Products:

Google Business Profile, Google Analytics, Google Workspace, Gemini

Improving the lives of Mississippians 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 Mississippi educational institutions like Itawamba Community College and Alcorn State University – School of Business to make Google Career Certificates available to students and to increase employment opportunities.

131,000+ Mississippians trained: Grow with Google has partnered with over 110 organizations in the state to train more than 131,000 Mississippians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



70%+

of learners report a positive impact to their career

Helping Mississippians when they need it most

\$1M+ in philanthropic giving: Since 2012, Google and Googlers have given more than \$1 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Mississippi.

\$8M+ in Ad Grants to 207 Mississippi nonprofits: Since 2007, Google.org provided more than \$8 million worth of donated search ads to Mississippi nonprofits through the Google Ad Grants program.

\$1M+ of Ad Grants to nonprofits: In 2024 alone, Google.org provided more than \$1 million worth of donated search ads to Mississippi nonprofits through the Google Ad Grants program.

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 Mississippi 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.