Google.org

Impact Report

2025

Contents

Letter from leadership

Google's mission — to organize the world's information and make it universally accessible and useful — is deeply connected to the belief that technology can make people's lives better.

From Search helping people find new information, to YouTube helping people learn new skills, to Gemini helping people become more productive and creative, Google's technology has created opportunities for billions around the world.

Twenty-one years ago, Google's founders made a commitment of "employee time and approximately 1% of Google's equity and profits in some form" to "ambitiously apply innovation and significant resources to the largest of the world's problems." Since, Google.org and Google employees have provided nearly $6B to organizations around the world.

Google.org combines cash funding with the talents of our people and the power of our products to support organizations making progress on tough challenges. This approach has led to breakthrough solutions like using Flood Hub, built by Google Research, to predict which communities are most likely to need disaster relief before they are impacted by devastating floods. Other examples include the AI Opportunity Fund, which is supporting experts to equip more than a million learners worldwide with AI skills and education, and the roll-out of Be Internet Awesome, a program which helps children navigate the online world confidently and securely.

None of this impact is possible without our partners. Cash relief for at-risk communities ahead of flooding would not be possible without organizations like the International Committee of the Red Cross; large-scale AI education would not be possible without experts like INCO and Goodwill; and digital citizenship and well-being could not be taught effectively without organizations like Raspberry Pi and ASEAN Foundation. The organizations we support understand local context and have the means for scale that help reach people in all 50 U.S. states and 160 countries around the world.

Technology and AI are core to what we do as a corporate philanthropy, and we're committed to getting more technology into the hands of more organizations to help them with their social impact missions. Since Google.org was created, we've made more than $18B in product donations to nonprofits globally. We also work alongside ambitious organizations via our Generative AI (GenAI) accelerators, helping social impact organizations put technology to work for them.

As you read our first Impact Report, you will see how our people, products, funding and partners come together in unique ways to help communities. Ultimately, we seek to inspire nonprofits, universities, research institutions, civic entities and other funders on how technology, AI in particular, can continue to create opportunities for more people all around the world.

Maggie Johnson

Global Head and Vice President, Google.org

Google.org's mission

Applying Google's innovation, research and resources to promote progress and expand opportunity for everyone.

At a glance

Our support

Since 2004:

$6B
in funding

Google.org and Googlers have provided nearly $6B in funding

3,600
nonprofits, universities and other institutions supported with funding

4.4M
pro-bono hours

Together, Google.org Fellows and employees have provided more than 4.4M hours to pro bono and volunteer initiatives, the equivalent of 2,100 working years

$18B
in product donations

160
countries

50
states

Google.org has helped organizations have impact in all 50 states in the U.S. and more than 160 countries around the world

300,000
nonprofits

around the world use Google for Nonprofits products

At a glance

Our impact

We've been working with the organizations we support since 2017 to track our funding's impact. We're proud of our impact across our focus areas:

KNOWLEDGE, SKILLS AND LEARNING

28M
students

Google.org-supported organizations have reached 28M students around the world with new computer science skills

4.1M
people trained

4.1M people have been trained by Google.org-supported organizations to succeed in fast-growing, good-paying jobs

456,000
jobs created

Google.org-supported organizations have helped more than 865,000 small and medium-sized businesses with loans or training, sustaining or creating more than 456,000 jobs

SCIENTIFIC PROGRESS

27,000
student researchers

Google.org has provided support to 3,100 faculty and more than 27,000 student researchers to help fund scientific breakthroughs that advance technology, including AI and computing

16,000
research awards

Google.org has provided 16,000+ research awards and funding to more than 1,700 universities and research institutions in 99 countries

2/3 time saved , 1/2 the cost

Google.org-supported organizations report that, on average, AI helps them reduce the time to achieve their goals by over two-thirds and their costs by half

STRONGER COMMUNITIES

140M
people

Google.org-supported organizations have helped more than 140M people in moments of crisis

15M
learners

Google.org-supported organizations have reached 15M learners with media literacy and online safety skills training

1.5M
people

Google.org funding has helped cybersecurity programs and clinics reach 1.5M people globally

400,000
educators

have increased their understanding of media literacy or online safety through Google.org-supported organizations

About Google.org

Google.org seeks to unlock opportunity for everyone, everywhere.

We focus our work on three impact areas:

Knowledge, Skills and Learning

Expanding access to the AI knowledge and skills people need to thrive.

Scientific Progress

Accelerating scientific discovery to address society's biggest challenges.

Stronger Communities

Enabling a safer digital world while strengthening communities in the face of threats and crises.

“Our goal is to promote progress and expand opportunity for everyone through the combined impact of our people, products, philanthropy and the strength of our partnerships. We want to help others use technology in a way that makes the world a profoundly better place for all, and ultimately improves quality of life.”

Maggie Johnson

Global Head and Vice President, Google.org

Google.org's approach

01

Our people

Google employees spent 4.4 million hours volunteering over the last two decades, putting to use their skills in engineering, digital marketing and more.

Through our Google.org Fellowships, we empower Google employees to spend up to six months providing pro bono expertise to nonprofits and civic entities. For example, Google.org Fellows were instrumental in the development of CiviForm, a product that streamlines applications for public services that has been deployed in the states of North Carolina and Arkansas, reducing application time for residents by 90% and unlocking crucial benefits for families.

02

Our products

Google's products serve billions of people around the world. In times of crisis, products like Search and Google Maps deliver critical, real-time information about shelters, road closures and emergency services updates to millions.

Google.org also makes Google's products accessible to nonprofits at little or no cost, including no-cost advertising via Ad Grants, which has driven 14 billion website visits to nonprofit websites. Since its founding, Google.org has contributed more than $18B in product donations to nonprofits worldwide, including no-cost access to Workspace for Nonprofits as well as Gemini and NotebookLM with enterprise-grade security protections. More than 300,000 nonprofits around the world use Google for Nonprofits products at no charge.

03

Our philanthropy

Google.org and Google employees have contributed nearly $6B to nonprofit organizations, supporting initiatives across workforce development, education, online safety, scientific research and more.

This includes the recent $120M global AI Opportunity Fund which sets out to broaden access to AI education and training globally, recognizing that AI skills empower people with critical thinking and promote economic mobility.

04

Our partners

Google.org collaborates closely with nonprofits, governments, academic institutions and other philanthropic organizations that bring critical local expertise and the capacity for widespread reach.

Google.org has supported more than 3,600 nonprofits, universities and other institutions with funding.

Knowledge, Skills and Learning

Expanding access to the AI knowledge and skills people need to thrive

"Education is a passport to freedom' is the message my stateless parents drummed into my siblings and me. I am so proud that this ethos is central to Google and our mission. With the early application of AI across business, civil society and education, Google's commitment to empowering young people with the AI literacy and skills needed to thrive will unlock opportunities and create economic uplift."

Ruth Porat

President and Chief Investment Officer, Alphabet and Google

The opportunity

AI offers unprecedented opportunities for economic growth and innovation, transforming lives and careers. At the same time, without leadership from industry, civil society and policymakers, significant skills gaps could open up.

Google.org supports initiatives that bridge this gap by equipping individuals with essential skills and enabling small businesses to future-proof themselves.

Our approach

Google.org's work in Knowledge, Skills and Learning supports:

AI literacy and fluency

Equipping people with a deeper understanding of AI so they can use it confidently and responsibly.

Technology-enabled teaching and learning

Providing transformative technology-enabled solutions that empower educators and learners.

Career and workforce readiness

Providing job seekers with digital skills training and wraparound support to secure good jobs.

AI literacy and fluency

Google.org supports organizations around the world that are helping people understand and use AI confidently. This work includes offering accessible, foundational training, like the Google AI Essentials course, to workers, public sector employees, students, small businesses and nonprofits.

Google.org provided $10M to the Raspberry Pi Foundation to expand "Experience AI," an educational program co-created with Google DeepMind, that offers AI and machine learning resources for teachers and students. This program has reached educators in 130 countries, with plans to expand to more than two million young people across 17 countries in Europe, the Middle East and Africa.

Google.org provided $5M to the ASEAN Foundation to launch the AI Ready ASEAN initiative, which aims to equip 5.5 million people across ASEAN countries, including youth, educators and parents, with essential AI skills.

Technology-enabled teaching and learning

Google.org supports educators with technology-enabled solutions — from personalized learning and adaptive technologies to enhanced teaching tools and innovative assessments.

To combat the critical issue of millions of children in India missing out on foundational early childhood education, Google.org supported Rocket Learning in their development of Appu. This GenAI-powered learning companion personalizes education for children ages three to six through engaging, personalized experiences and aims to reach 50 million Indian families by 2030.

Career and workforce readiness

Google.org is dedicated to preparing people with the skills they need to achieve economic mobility. Our efforts build on years of delivering workforce development programs around the world, from foundational digital skills to advanced AI training. These efforts — paired with wraparound support such as coaching and living stipends — empower individuals with the skills they need to navigate and shape the AI age.

Google.org's apprenticeship program has supported thousands of apprentices with structured learning and on-the-job skills training, setting them up to succeed in critical industries that will all be transformed by AI.

Google.org-supported organizations have helped 133,000 people achieve a pay increase after completing a training program.

Lessons learned to inform our future

Our approach at Google.org centers on empowering those on the front lines of change with the tools and support they need to drive meaningful impact. Within education, we've found that transformation stems from supporting educators. We stand with them from their professional training to their classroom practice, providing AI tools that unlock the potential for truly personalized learning experiences.

Similarly, a learner-centric approach to workforce development is vital. Our collaborations with education and training partners have shown us the importance of understanding each individual's specific challenges and aspirations — their family situation, personal circumstances, educational background and environment — is paramount. This holistic understanding drives our belief that wraparound support — such as stipends, child care assistance and coaching — is not just supplementary, but foundational to skill development, enabling individuals to focus on achieving better economic outcomes.

Dr. Shanika Hope
Director of Knowledge, Skills and Learning, Google.org

Our goals

1. Bring the benefits of AI to the classroom to transform teaching and learning.
2. Democratize access to high-impact learning, skills development and career pathways to promote upward mobility.
3. Drive a more skills-driven future of work by revolutionizing access to high-demand professions.

The AI Opportunity Fund

Equipping one million Americans with digital skills

Challenge

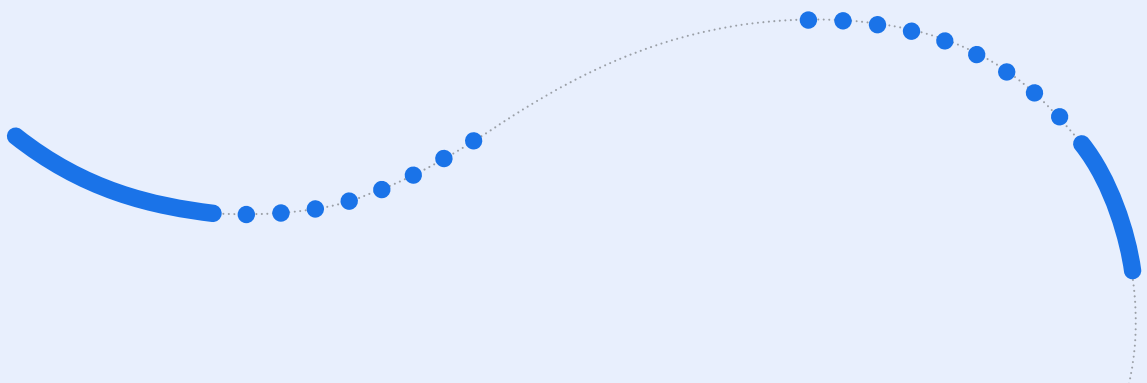
According to the World Economic Forum, the top three sought-after skills for the US workforce by 2030 will be AI and big data, networks and cybersecurity, and technological literacy. But despite the rising demand for AI skills, only half of workers around the world have access to adequate AI training opportunities today.

Google.org response

The $75M Google.org AI Opportunity Fund for the United States aims to provide essential AI skills training to more than one million Americans. The fund supports workforce development and education organizations to help rural and underserved workers, public sector employees, students, educators, small businesses and nonprofits.

Impact

With support from the Google.org AI Opportunity Fund, Goodwill provides free, hands-on trainings through the Goodwill Digital Career Accelerator — from basic digital awareness to advanced career certificates — that now include GenAI with Google AI Essentials. To date, the Goodwill Digital Career Accelerator has helped more than 400,000 people gain employment or advancement.



Jeslyn Miller leverages the GenAI skills that she gained through the Goodwill Career Accelerator to grow her small business.

Jeslyn Miller runs her own business, a fashion brand called Unique and Lovely, alongside her full-time job. Recognizing the need for efficiency amidst a very full plate, Jeslyn enrolled in the Goodwill Digital Career Accelerator, which offers Google's AI Essentials training. Equipped with new AI skills, Jeslyn transformed her business' operations. She now uses GenAI to quickly write product descriptions, brainstorm compelling blog ideas and create engaging social media captions.

Jeslyn's adoption of GenAI yielded immediate, measurable results: Unique and Lovely has seen 6,000 more content impressions in just one month. Jeslyn's enhanced efficiency allows her to dedicate more time to other important areas of her business, showcasing the impact accessible AI training can have for small business growth.

Blockly

Powering tech-enabled learning and foundational computer science skills

Challenge

In a world where AI can now generate code, we still need highly-skilled human programmers who can solve problems with computation and make ethical decisions about the systems that we create. As advances in technology open up new ways to tackle challenges, programming skills can lead to opportunity. When kids learn to code at a young age, they're getting a deeper understanding of the tech that's becoming ever more ubiquitous in our lives.

Google.org response

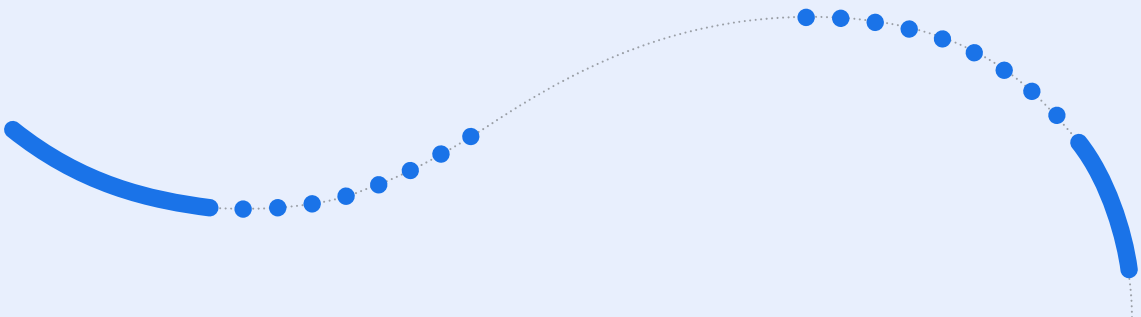
Blockly started in 2012 as a passion project by a Google engineer who felt strongly about block-based coding for learning. Based on enthusiasm from the computer science education community, Google has since heavily invested in the open-source product creating a robust, scalable, easy-to-use platform for users around the world.

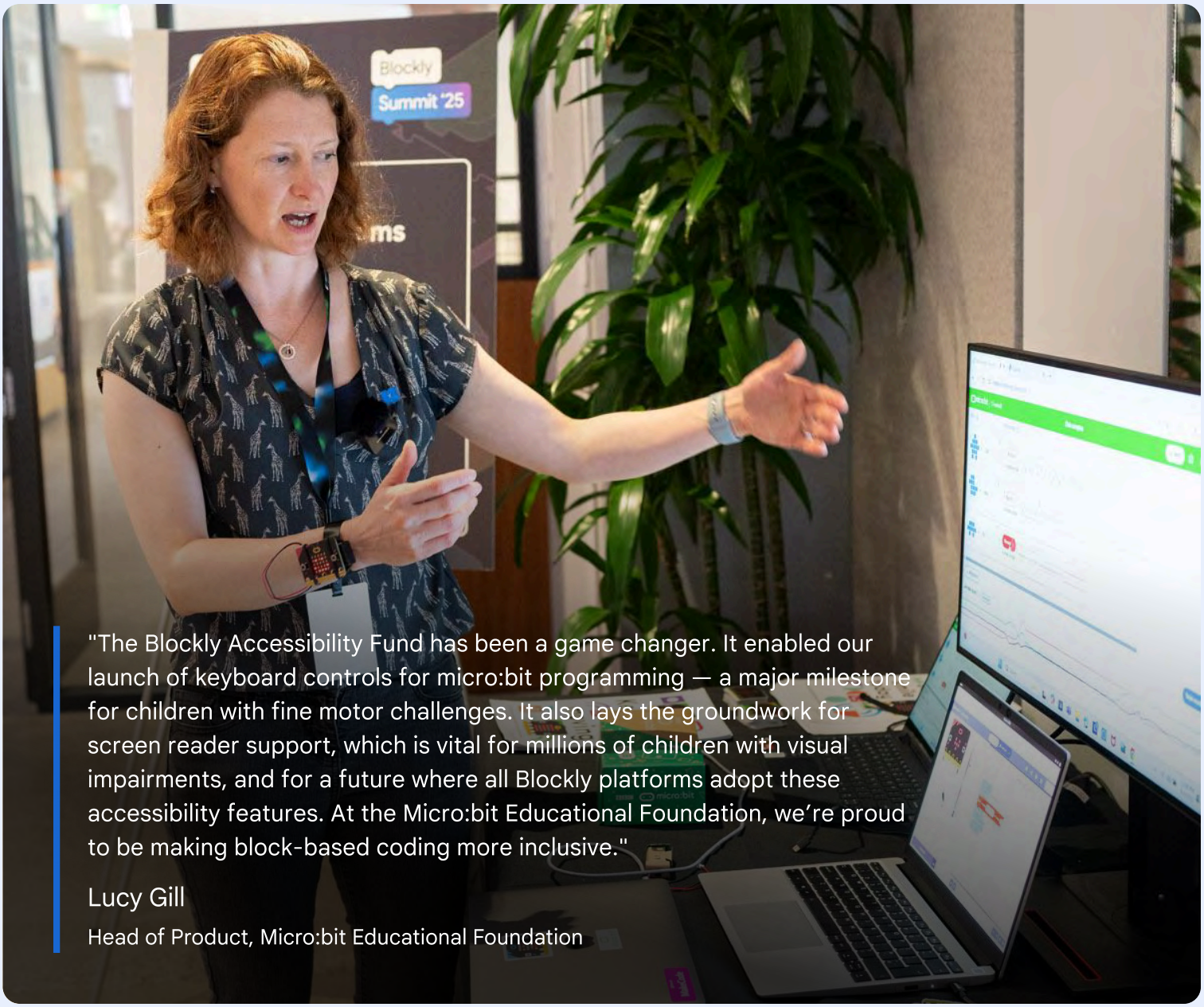
With its visual-first approach, Blockly changes the way coding is taught by making creativity the epicenter of the experience and giving users the freedom to explore without being held up by syntax barriers.

Impact

Blockly is the foundation for some of the largest block-based coding platforms around the world, such as Scratch and Code.org. Today, millions of young people use Scratch to create interactive stories, games and animations, and learn crucial skills like creative thinking, systematic reasoning and collaboration. Scratch recently reached its one billionth project, with children creating more than 500,000 new projects every day.

Google.org created the $5M Blockly Accessibility Fund to further expand inclusive computer science education efforts by funding organizations and researchers developing accessible block-based coding tools and resources.





> "The Blockly Accessibility Fund has been a game changer. It enabled our launch of keyboard controls for micro:bit programming — a major milestone for children with fine motor challenges. It also lays the groundwork for screen reader support, which is vital for millions of children with visual impairments, and for a future where all Blockly platforms adopt these accessibility features. At the Micro:bit Educational Foundation, we're proud to be making block-based coding more inclusive."
>
> Lucy Gill
>
> Head of Product, Micro:bit Educational Foundation

The Micro:bit Educational Foundation has leveraged support from the Blockly Accessibility Fund to make block-based coding more accessible.

As the Head of Product at the Micro:bit Educational Foundation, Lucy Gill is driven by the goal of inspiring every child's best digital future, including those with disabilities. Block-based coding is used by millions of children to code the micro:bit, a pocket-sized, programmable computer that brings computing to life in the real world.

With support from the Blockly Accessibility Fund, her team has been able to gather user feedback from experts, teachers and students to improve keyboard navigation and screen reader support in platforms that use Blockly. This accessibility work ensures that students with dexterity difficulties and visual impairments are not just consumers of technology, but are empowered to become creators and contribute to the digital world.

Scientific Progress

Accelerating scientific discovery to address society's biggest challenges

"Advances in AI are reshaping the scale, scope and speed of scientific research, blurring traditional boundaries between disciplines, expanding access to tools and beginning to yield breakthroughs to improve people's lives. To support this progress and ensure that more people, institutions and entities have the opportunity to participate, we need targeted investment in foundational research, its societally beneficial applications and its potential to scale."

James Manyika

SVP, Research, Labs, Technology & Society, Google and Alphabet

The opportunity

Google was conceived as a research paper, proposing a fundamentally better way to find information on the web. But it was applying the research that produced the company that now connects people all over the world with the information they need.

Google.org is committed to accelerating progress across the scientific continuum, from discovery to real-world impact. AI is proving to be a powerful accelerator for discovery, and by equipping current and future generations of scholars and scientists with AI tools, Google.org aims to support AI-powered scientific breakthroughs that can improve lives around the world.

Our approach

Google.org's work in Scientific Progress supports:

Foundational science

Progressing scientific discovery through close collaboration across the global research community.

Applied science

Ensuring society benefits from AI and research breakthroughs through real-world practice, helping communities benefit from technology as quickly and efficiently as possible.

Research ecosystem

Enabling the scientific community with access to technical research infrastructure, resources and scientific insights.

Foundational science

Google.org supports foundational science to accelerate scientific discovery and advance the field of AI. We achieve this through deep engagement with the global research community, funding researchers and universities, fostering joint projects, participating in expert groups and hosting collaborative workshops.

Google.org is working alongside Google Quantum AI to support the global quantum computing community through research and academic initiatives. One such initiative is XPRIZE Quantum Applications, a 3-year, $5M global competition to apply quantum computing to solve real-world challenges.

Applied science

Google.org helps translate breakthroughs into impact by catalyzing, implementing and scaling cutting-edge AI-powered solutions alongside social impact organizations. This involves using AI to address challenges in areas like energy, agriculture, health and accessibility. Google.org has supported organizations that have leveraged AI to predict aircraft contrail formation for reduced aviation climate impact, accelerate the discovery of sustainable bio-based materials, and provide crucial, early flood forecasts in more than 100 countries via AI models.

Google.org has provided more than $265M in funding and 200,000 pro-bono hours in technical expertise to support the use of AI to tackle tough societal challenges.

Google.org established the AI Collaborative: Food Security to bring together nonprofits and research organizations tackling food security challenges. By the end of 2024, Google.org had provided over $20M for this initiative, which aims to strengthen the resilience of global food systems.

Research ecosystem

Google.org supports universities by connecting them to essential research infrastructure and resources, and by curating actionable scientific insights that inform policy decisions. This support, including PhD Fellowships, builds a pipeline of talent and ideas that will drive innovative research for societal benefit in areas relevant to computer science and future AI innovation.

Google.org has provided more than $900M toward academic research worldwide, including 16,000+ research awards and funding to more than 1,700 universities and research institutions in 99 countries.

Lessons learned to inform our future

After nearly 20 years of funding science and research, I believe three things are true. First, we must support foundational 'research for research's sake'. Many of the groundbreaking innovations we rely on today originated from foundational, curiosity-driven research and this work is crucial for addressing future challenges. Next, that expansive and continuous collaboration across the scientific and social impact sectors is needed to spark the kind of novel approaches we need to transform scientific ideas into practical applications.

Our AI Collaboratives are already showing what's possible when diverse organizations come together. And finally, we must continue to invest in students if we want a thriving and innovative future. Encouraging their new thinking and enriching their experiences ensures that the next generation of thinkers push scientific progress forward. These notions underpin our work in supporting scientific progress around the world.

Leslie Yeh
Director of Scientific Progress, Google.org

Our goals

1 Catalyze the translation of scientific breakthroughs into tangible solutions for societal impact.

2 Activate high-quality research outcomes.

3 Empower global scientific communities by making knowledge and AI tools accessible and actionable.

Wadhwani AI

Equipping farmers and reducing costs with CottonAce

Challenge

Cotton farming supports the livelihoods of more than 100 million people around the world, yet crop productivity is threatened by pests, diseases and erratic weather.

In India alone, more than six million rural households depend on farming cotton crops, but every year avoidable pest damage can wipe out up to 50% of annual crop yield.

Google.org response

Google.org gave $2M in funding and provided pro bono technical support through nine Google.org Fellows working full-time for six months to help Wadhwani AI develop CottonAce, an AI-powered app that provides farmers real-time advice on crop resilience and pest management.

Impact

CottonAce's AI-powered early warning system helps farmers protect their crops by determining the right time to spray pesticides through immediate, localized advice. Farmers can upload photos of pests and then the AI system determines the level of infestation by identifying and counting the number of pests in the photo, so that it can generate actionable agriculture advice for the farmer.

Since CottonAce's release, farmer profits have increased by 20% and pesticide usage has decreased by 25%. Recently, the Government of India launched the National Pest Surveillance System (NPSS) to track pests across 50 crops. The NPSS integrates Wadhwani's CottonAce AI models and the technology is now rolling out with ten more staple crops, including rice, wheat and corn — mitigating the threat of hunger and protecting the livelihoods of millions of people by preserving critical crops.

Since using Wadhwani AI's CottonAce app, cotton farmers in India have increased profits by 20% and decreased pesticide usage by 25%.

Jairam, a seasoned cotton farmer in the Nagaur District of Rajasthan, India, once faced a relentless threat to his crop: the pink bollworm. These infestations caused his crop yield to plummet by over 30% and the quality of his cotton suffered too, threatening his livelihood. Once equipped with Wadhwani AI's CottonAce app and pheromone traps, Jairam gained access to timely alerts and precise pesticide recommendations. This ensured he applied the right treatment at the right time, minimizing waste and maximizing impact.

As a result, Jairam significantly cut his expenses. More importantly, his cotton production soared by over 40%. The pink bollworm still poses a threat, but now Jairam faces it armed with knowledge and technology.

FireSat

Tackling wildfire detection and response with a new approach

Challenge

Across the globe, wildfires are getting more intense and fire seasons are lasting longer. Projections show a 33% rise in wildfires by 2050, leading to over 300,000 annual deaths from smoke exposure and billions in damages.

A key solution in combating this global crisis lies in early fire detection. While traditional satellite imagery is helpful, the data often isn't real-time and lacks precision, meaning fires are frequently detected only after they've grown dangerously large.

Google.org response

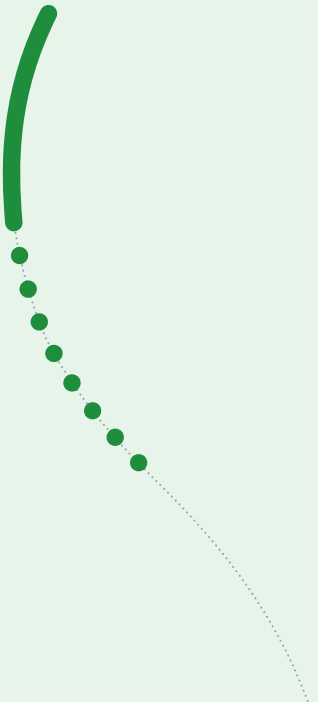
In 2024, Google.org launched a new funding approach — the AI Collaborative: Wildfires — which integrates funding with cutting-edge science, emerging technology and on-the-ground applications. The Collaborative brings together nonprofits, academic experts, government agencies and companies that are tackling wildfires to empower people and communities with AI-driven solutions for better wildfire management.

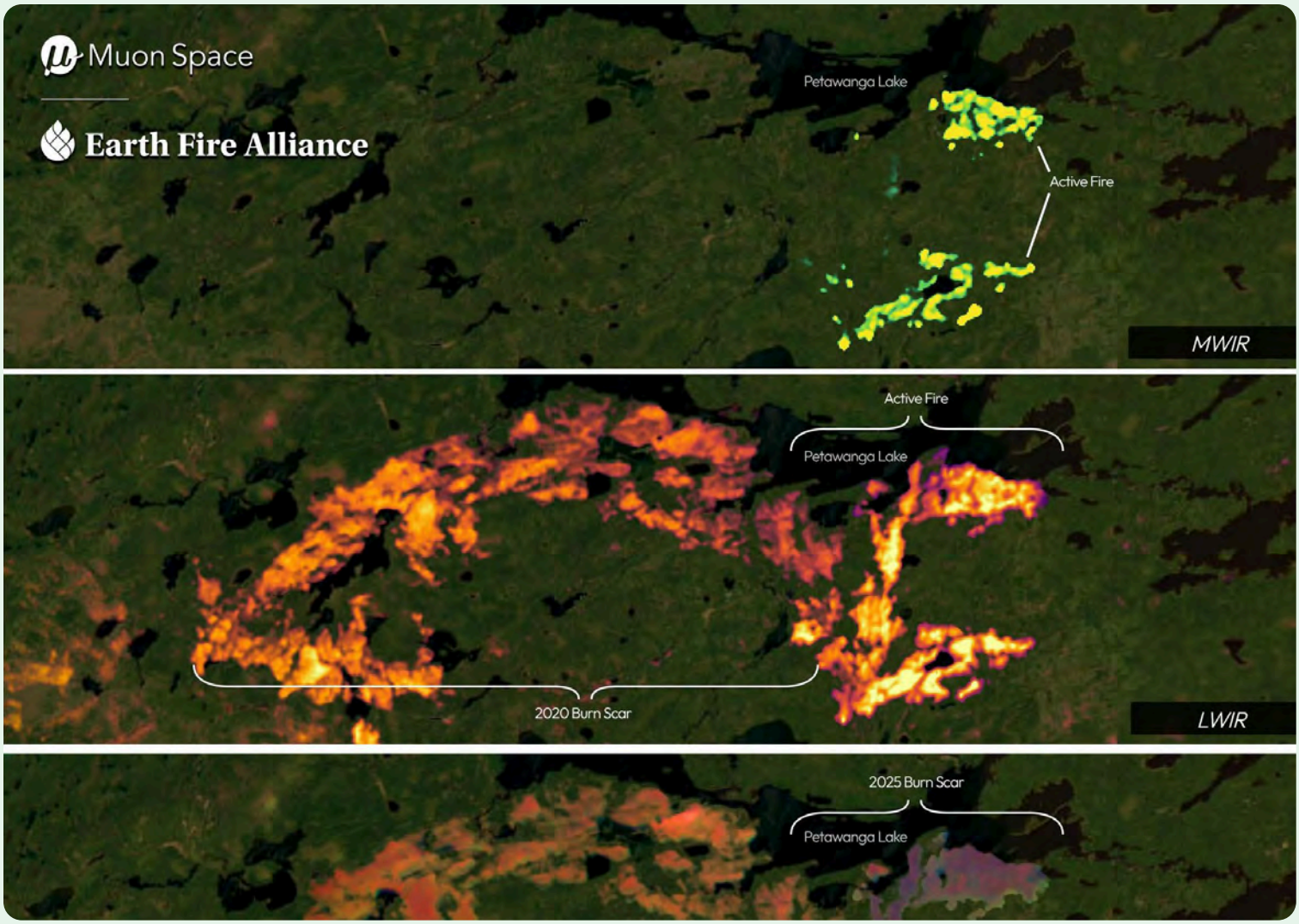
Google.org has committed over $27M to this Collaborative, including $13M specifically for a new kind of wildfire detection technology, FireSat. FireSat is a satellite program led by the global nonprofit Earth Fire Alliance in collaboration with Muon Space, the Gordon and Betty Moore Foundation, wildfire authorities, Google Research and others.

Impact

FireSat is a technology that distinguishes itself from traditional wildfire imagery by collecting vast, high-quality data. Applying AI to the FireSat dataset can provide near real-time detection of wildfires with a low false positive rate, a major advancement over existing methods. The satellite constellation will be able to spot blazes globally, as small as 5x5 meters within 20 minutes, giving first responders a crucial advantage for early intervention.

Once fully in orbit, FireSat will equip first responders with the tools they need to more accurately identify and track wildfires, quantify wildfire risk, and ultimately reduce economic, humanitarian and environmental damage globally.





Applying AI to FireSat's cutting-edge satellite data provides near real-time insights on wildfires, as seen in this FireSat image of the Nipigon 6 fire in Ontario, Canada.

> "Having served for decades as a line firefighter and later as California's state fire marshal, I've seen firsthand the critical information gaps we face. FireSat is a transformational, leapfrog technology for the global firefighting community. Today, we have only rudimentary methods of assessing fires in real time. FireSat will generate an unprecedented amount of high-quality data that, with the help of AI, can better detect, manage and predict fires to inform mitigation strategies, pre-position resources and warn communities at risk."
>
> Kate Dargan Marquis
>
> Retired California State Fire Marshal;
> Senior Advisor, Wildfire Resilience Initiative at the Gordon and Betty Moore Foundation

Stronger Communities

Enabling a safer digital world while strengthening communities in the face of threats and crises

"Even as we focus on cutting-edge breakthroughs and widespread diffusion, the adoption of new technologies plays a critical role in raising standards of living around the world. We want to partner with governments, other companies and civil society to put advanced tools and technologies to use in addressing our biggest societal challenges."

Kent Walker

President, Global Affairs, Google and Alphabet

The opportunity

The Stronger Communities work within Google.org seeks to address the growing range of interconnected challenges that communities face, from rising online threats like cyberattacks and scams to the crucial need to equip young people with digital literacy skills. And when major crises hit, Google.org helps communities harness technology to prepare, respond and recover more effectively. We put technology to work when people need it most.

Our approach

Google.org's work in Stronger Communities supports:

A safer internet

Equipping communities with the skills and tools they need to stay safe online.

Government innovation

Empowering governments to use AI and technology to better serve communities.

Crisis response

Helping communities prepare, respond and recover from crises.

A safer internet

Google is committed to building a safer internet, leveraging our deep technical expertise and products to protect our users and the broader digital ecosystem. Google teams have developed industry-leading tools and technology, powered by AI and machine learning, that proactively protect billions of people from threats every day, ranging from sophisticated cyberattacks to malicious scams.

Through Google.org, we are also committed to bringing the best of our expertise and resources to protecting communities most vulnerable to online threats — particularly children, youth and senior citizens. Areas of focus include:

Promoting online safety for young people: We support organizations that develop media literacy and online safety programs for kids, including training in schools that utilizes Google's free, online Be Internet Awesome curriculum.

Helping improve youth digital well-being: We support organizations that help young people build healthy, productive relationships with technology by promoting engaging content, campaigns and training.

Strengthening global cybersecurity capabilities: We support the creation and expansion of cybersecurity clinics at universities and colleges to help nonprofits and small businesses protect and educate themselves by making cyber-risk training accessible.

Helping communities combat scams: Through support for organizations offering scaled learning and awareness resources, we aim to support those most at risk to better identify and protect themselves from scams.

Government innovation

Governments are already using technology and AI to help deliver services more effectively, connect with communities and make quicker, smarter decisions to improve access to vital public services. However, there is more work to be done so that all communities benefit. That's why Google.org is supporting nonprofits that help governments utilize advanced technology to better serve their people, by:

Developing digital public infrastructure and services: Google.org supports nonprofits to build out and improve the underlying technology on which better public service applications can then be built.

Boost technical expertise: Provide public sector employees with the training they need to better understand how AI can support their communities and constituents.

Crisis response

From devastating floods to raging wildfires, communities face their greatest challenges when natural disasters strike. A core part of Google's mission is ensuring that people have timely, actionable information before, during and after these critical moments. Google.org is also committed to providing resources to support communities throughout the disaster cycle, from immediate relief to long-term resilience for the future, often pairing funding with our pro bono technical support, products and employee volunteering to maximize relief on the ground.

Providing immediate relief: Google.org brings together Google's resources in support of relief organizations to help provide swift, comprehensive and effective responses during crises. Since 2004, we've contributed nearly $200M to crisis support, with a focus on supporting local nonprofits leading recovery efforts.

Lessons learned to inform our future

Our work in building stronger communities has revealed that the most profound impact comes from pairing technology with a deep, human-centered focus. Protecting people from sophisticated scams and other online threats requires a whole-of-society approach, with educators, parents and caregivers equally central to helping young people become smart, kind and responsible digital citizens.

We've also learned how critical it is to include youth voices in the creation of effective, relevant programs. Importantly, while philanthropic risk capital can be used to pilot and prove out effective programs, it is up to governments to ultimately scale them to ensure everyone benefits. We'll continue to support this powerful combination of technology and education to build a safer, more resilient digital world for everyone.

Rowan Barnett
Director of Stronger Communities, Google.org

Our goals

1. Empower people and organizations with the tools and skills they need to stay safe online and thrive in the digital world.

2. Enable governments with AI and technology to better deliver essential services and support communities.

3. Help people and communities to proactively prepare for, safely navigate and effectively recover from crises.

Be Internet Awesome

Keeping kids safe online

Challenge

Children today are growing up with technology, not growing into it like previous generations. Kids can find themselves in online situations that leave them vulnerable and have lasting consequences on their safety and well-being.

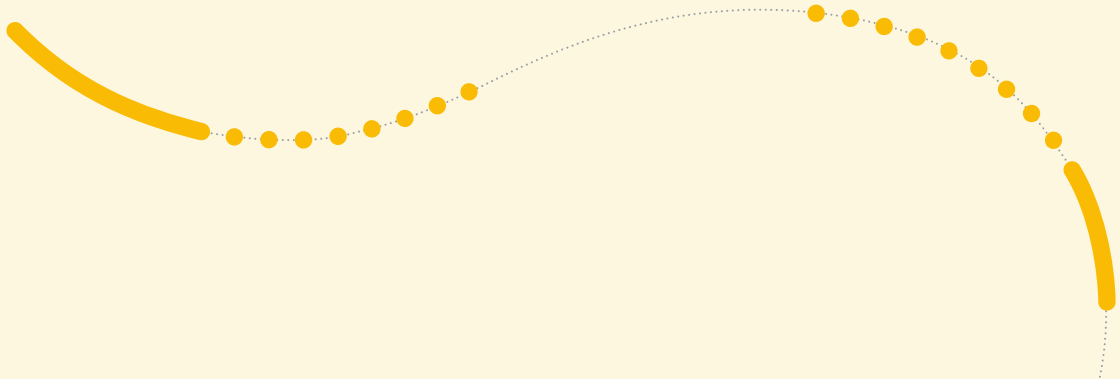
Google.org response

Google's Be Internet Awesome is a free online program that equips children around the world with the knowledge and skills to be safe and responsible online.

Since 2018, Google.org has provided support to 25 organizations in more than 40 EMEA countries to help children stay safe online through campaigns, training and workshops. Through local nonprofits, the Be Internet Awesome curriculum is tailored to local languages and cultural nuances to adapt to different contexts. The program has also been integrated into national curricula in five European countries, making digital safety a standard part of their educational system.

Impact

Be Internet Awesome has reached an estimated five million children, teachers and caregivers across Europe. An analysis showed that in Central Eastern Europe, 90% of students found the lessons beneficial, and 88% reported an increased knowledge of how to be safe online. In the UK, children were twice as likely to show an improved understanding of internet safety compared to those who hadn't participated in the lessons.



Google's Be Internet Awesome is a free curriculum program that teaches kids around the world to be safe and responsible online.

Meris Gatto, a teacher at I.C. Volpago del Montello in Italy, has seen firsthand the positive impact of Google's Be Internet Awesome program. For five years now, Meris and her colleagues have used the curriculum to empower students with safer and more conscious internet use.

Be Internet Awesome's emphasis on the real-world consequences of online interactions has been particularly impactful for students. "The goal is to foster empathy in children and step in where adults may struggle to offer the right answers," Meris explains. Her school's long-term commitment, supported by Google.org grantee Fondazione Mondo Digitale, shows how effective Be Internet Awesome's approach has proven to be.

GiveDirectly

Leveraging Google's Flood Hub to give anticipatory cash assistance

Challenge

Floods are the most common and deadliest of natural disasters, causing thousands of fatalities, disrupting millions of lives and causing significant financial damage globally each year — and their occurrence has more than doubled since 2000.

Google Research has developed and applied AI models to advance the field of flood forecasting as part of our efforts to bring AI-based early warnings for natural disasters to communities around the world. Google Flood Hub is a publicly available, AI-powered platform that provides early flood warnings and forecasts for riverine flooding. Flood Hub provides users with locally relevant flood data and flood forecasts up to seven days in advance so they can take timely action.

Google.org response

Google.org is supporting on-the-ground aid organizations that are using Google's flood forecasting technologies to identify communities most in need before they are impacted by floods. This has resulted in multiple AI-powered cash relief initiatives in Africa and Asia that have enabled communities to receive aid five to seven days before peak flooding. This advance relief empowers families to secure food and protect assets, with research showing it enhances preparedness and significantly reduces post-disaster recovery costs.

Impact

Most recently, Google.org gave funding to GiveDirectly to help deliver anticipatory and post-flood cash transfers to communities at risk of flooding in Nigeria's Kogi State. GiveDirectly used Google's AI-powered flood prediction technologies alongside their anticipatory action systems to send village-specific alerts and initiate cash transfers.

Early successes from these ongoing pilot programs demonstrate that anticipatory aid empowered families to stockpile food and medicine, harvest crops, purchase essential supplies, find shelter and protect belongings before major floods hit.

GiveDirectly used Google's AI-powered flood prediction technologies alongside their anticipatory action systems to send alerts and initiate cash transfers to flood-prone communities in Nigeria's Kogi State.

GiveDirectly enrolled 30,000 people across flood-prone areas in Nigeria and provided the most-at-risk households with their first cash payments before the peak of the flooding.

One recipient, Dr. Felix Akor, used the flexible funds to act immediately. He was able to relocate his family to higher ground, secure transportation for his children to keep attending school and purchase medicine to treat waterborne illnesses. By providing flexible funds directly to individuals and families before a disaster strikes, people can prepare, mitigate risk and recover with dignity.

Adi Musa, another GiveDirectly emergency cash transfer recipient, is a smallholder farmer and mother who was able to buy rice seeds for the next planting season with the cash assistance. When communities are given the freedom to decide how to use emergency funds they not only address immediate needs, but also make more strategic choices to strengthen their own resilience and future prosperity.

Google.org's Global Programs

Impact through technology, employee giving and volunteering

"AI unlocks the maker in everyone. With its help, nonprofits will boost their productivity, scale their creativity, more effectively ship campaigns and better measure how they reach people when it matters most."

Lorraine Twohill

Chief Marketing Officer, Google

The opportunity

AI presents a significant opportunity for nonprofits to make the most of their resources, as it can help them gain deeper insights from their data, optimize operations and ultimately better serve their communities.

A Google.org survey of more than 9,000 nonprofits found that 88% of nonprofit respondents who are using GenAI in their work report a positive productivity gain, such as enhanced communication or less time spent on labor-intensive tasks.

Our approach

Through product donations, skilled volunteering and catalytic funding of technology projects, Google.org and Google employees support nonprofits in harnessing technology to achieve their missions.

Google for Nonprofits

Employee Volunteering and Corporate Matching Program

The Google.org Impact Challenge

GenAI Accelerator

Google.org Fellowships

Google for Nonprofits

Google for Nonprofits provides Google-AI-powered tools at no-cost or at a discount so that nonprofits can drive their missions forward.

Google Workspace for Nonprofits, with Gemini and NotebookLM: Google Workspace for Nonprofits offers GenAI tools like Gemini app and NotebookLM with enterprise-grade data protections to nonprofit users free of charge. This means nonprofit employees or volunteers can do their best work every day at no-cost across Gmail, Google Docs, Google Calendar, Google Meet, NotebookLM and the Gemini app while ensuring their team is meeting important compliance standards such as GDPR, HIPPA, ISO or SOC.

Google Ad Grants: Google Ad Grants provide AI-powered, no-cost ads to nonprofits, helping them reach donors, beneficiaries and supporters as they search for their services on Google. Nonprofits have received 14 billion website visits from Ad Grants since 2003 and have realized increased donations and volunteer recruitment as a result.

Employee Volunteering and Corporate Matching Program

Google employees are active volunteers and make use of Google's corporate matching programs to support causes they care about. Googlers have volunteered 3.8 million hours and have given nearly $2.5B in personal donations with company match to nonprofits they support. Employees are able to use their technology skills — in software engineering, UX, digital marketing and machine learning — to help nonprofits use technology to transform their work.

The Google.org Impact Challenge

The Google.org Impact Challenge is our open call to provide funding and support for organizations with bold technology-forward ideas that have the potential to change the world. To date, 46 Impact Challenges have provided $310M and 100,000 pro bono hours of technical expertise, helping more than 550 organizations around the world deepen their impact.

GenAI Accelerator

Google.org is committed to helping nonprofits use GenAI to transform how they deliver their work. The Google.org GenAI Accelerator programs have provided $50M — alongside significant Cloud resources and expert support — to 41 nonprofits leveraging GenAI for impact, with the cohorts projecting a reach of 45 million beneficiaries by 2028.

Google.org Fellowships

The Google.org Fellowship program, which enables a team of Google employees to work full-time for up to six months on technical projects for nonprofits and civic entities, has delivered more than 500,000 hours of pro bono support — the equivalent of 240 working years. For example, Google.org provided DataKind with $8M in funding and pro bono expertise from Google.org Fellows to scale their Student Success Tool to more than 100 universities, enabling them to help colleges pinpoint reasons for dropouts and design evidence-based interventions. Organizations with Google Fellowships have reported that, on average, they reduced the time to achieve their goals on supported projects by more than 60%.

Lessons learned to inform our future

The ability to bring the full range of Google's assets at scale is the power of our global programs. By channeling our people, technology and programs, we see a multiplier effect for the nonprofits we support. More than half of Google for Nonprofits respondents report that their organization saves two or more hours per week on routine tasks when using GenAI. Our Google.org Impact Challenge recipients report double the rate of follow-on funding. Google employees spend thousands of hours each year volunteering in their communities, bringing their world-class skills to organizations who can truly benefit. Gemini is both saving nonprofits time and helping them interact with their donors and volunteers more effectively, while also transforming how nonprofits deliver on their missions. Google's unique combination of human and technological resources, alongside thoughtful and targeted funding, is what drives its most significant impact.

Amanda Timberg
Director, Global Programs, Google.org

Our goals

1 Support nonprofits in harnessing technology and using Google's tools to amplify their social impact at every stage of their journey.

2 Enrich our communities through the skills, passion and resources of our people.

Supporting Veterans

Empowering veterans with technology, tools and resources

Challenge

Many U.S. veterans face significant challenges transitioning to civilian life, from finding employment to accessing healthcare. In particular, veterans often face significant hurdles entering the civilian workforce as they may lack experience with job applications, interviews and translating military skills into civilian terms, all while needing to adapt to less structured environments, different workplace cultures and new communication styles.

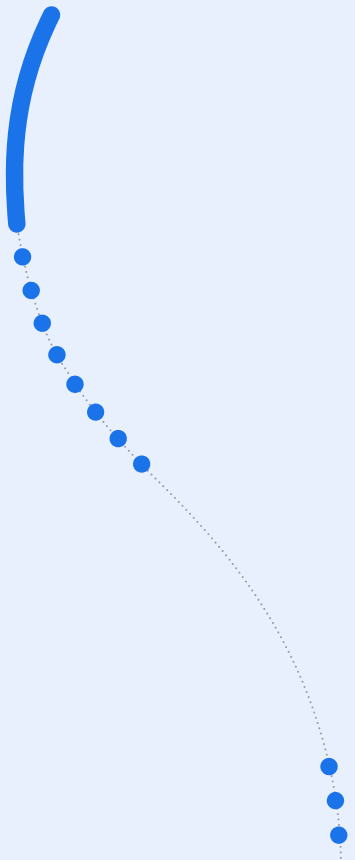
Google.org response

Google.org provides technology, tools and resources to help veterans succeed, from providing additional benefits to our apprentices who are veterans to offering Ad Grants that help veteran-serving nonprofits reach their communities. Our passionate employees also volunteer their time and skills, contributing more than 13,000 volunteer hours to veteran-focused organizations.

In 2024, Google.org gave $3.5M to the Institute for Veterans and Military Families to expand their Onward to Opportunity Program. This funding, part of Google.org's $75M AI Opportunity Fund for the United States, gives veterans, service members and military spouses no-cost access to Google's AI Essentials Course and Cybersecurity Certificate Program, equipping them with critical skills for in-demand tech jobs.

Impact

Through Google.org Ad Grants, military career resources from Google for Nonprofit-verified organizations have been viewed on Google more than 360 million times. In addition, veterans who participate in our apprenticeship program can use their GI Bill benefits for a monthly housing allowance, making it easier to say yes to the opportunity and gain on-the-job experience. We help ensure veteran apprentices have the records to apply for these additional benefits.



"I would absolutely recommend the apprentice path. For me, it was a powerful bridge into the corporate world after time in the military. My Google apprenticeship gave me hands-on experience in a real workplace environment working alongside full-time employees and other apprentices. Access to valuable resources, time to complete certifications and learning from the experience of those around me built a foundation for success. That experience alone was the key to unlocking the next level in my career after leaving Google."

Lydell Manigo

Former Google apprentice

Following his military service, Lydell Manigo built a foundation for a successful IT career with hands-on experience gained through a Google apprenticeship.

Lydell Manigo served in the military from 2016 to 2020 and then joined Google as an apprentice. In his time at Google, Lydell participated in a blend of classroom learning and on-the-job training in an IT apprenticeship cohort, fully immersed in projects within Google teams. After his Google apprenticeship was completed, Lydell was hired as an IT Information Systems Architect at Hewlett Packard and then went on to further his career as a Client Success Architect at Blackpoint Cyber.

CiviForm

Strengthening trust between residents and government through better technology

Challenge

Every year in the United States, $140B of already-allocated funding for essential public programs and services goes unused. At a time when 38 million people are living in poverty in America, access to government services is largely fragmented and paper-based which makes it difficult for residents to utilize benefits and assistance programs from their local and state governments.

Google.org response

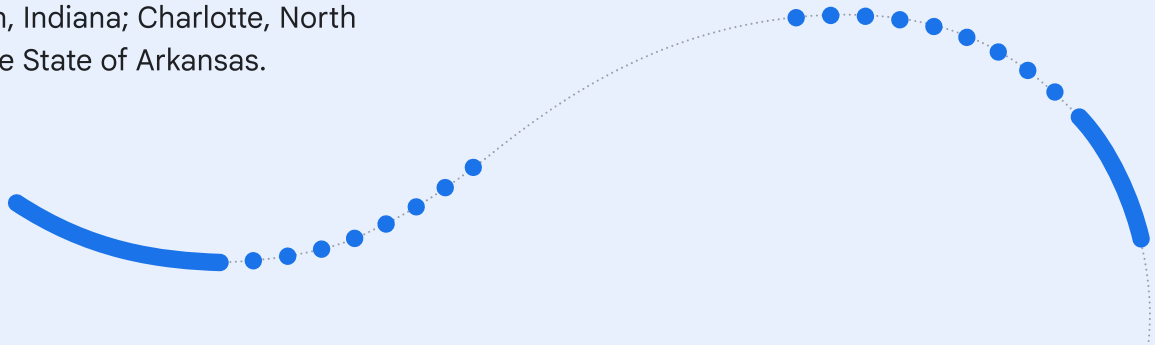
A group of Google.org Fellows — Google employees who work pro bono on technical projects in support of a nonprofit or civic organization full-time for up to six months — helped the City of Seattle develop and launch a free, open-source, 'one-stop shop' application portal called CiviForm.

CiviForm is designed to simplify and centralize the process of applying for government services like childcare, transportation and food programs, striving to close a multi-billion dollar gap and ensure resources reach those who need them most. Since initial development with the City of Seattle, CiviForm has been adopted in communities like Bloomington, Indiana; Charlotte, North Carolina; and the State of Arkansas.

Impact

The State of Arkansas Transformation and Shared Services Team — with the help of pro bono support from Google.org Fellows and Exygy, our steward for CiviForm open-source code — launched CiviForm to simplify access to public services for families, expectant mothers and job seekers in the state. Since then, the Arkansas Workforce Strategy; the Workforce Innovation and Opportunity Act Combined State Plan; and the Healthy Moms, Healthy Babies programs have utilized CiviForm to bring even more services to their residents with less bureaucracy and wait time.

Looking ahead, the scalability of CiviForm's open-source framework is exciting for the State of Arkansas and its residents. The potential to expand into other essential services, like WIC and SNAP, means this project is just the beginning of a truly transformative journey for Arkansas. This partnership has reinforced CiviForm's original mission: when technology is wielded with purpose and compassion, it can truly change lives.



The State of Arkansas launched CiviForm to streamline residents' access to public services with pro bono support from Google.org Fellows.

> "Civiform in Arkansas is transforming state services by providing us additional data on the usage and adoption of government programs available to Arkansans. The integrated visibility CiviForm provides is groundbreaking for the state, empowering our team with critical insights to better serve Arkansans and strategically allocate funding. The ARData Team continues to expand CiviForm's reach, aligning with Act 124 of 2025 to deliver improved, integrated workforce and service options for all Arkansans."
>
> Leslie Taylor
>
> IT Infrastructure Analyst, ARData Team, Arkansas Department of Shared Administrative Services

Make an impact with Google & AI

> "This is a one-in-a-generation moment to transform the way the social impact sector serves people around the world. Google.org is committed to putting AI responsibly in the hands of nonprofits, civic organizations, researchers and educators — giving them superpowers they didn't know they had. By putting AI at the heart of our missions, responsibly, we can unlock the potential of so many more people around the world, while tackling other critical generational challenges around energy, health and so much more."
>
> Maggie Johnson
> Global Head and Vice President, Google.org

Google.org invites you to:

Learn more about Google.org's resources

Check out our resources page to see how Google.org and AI can accelerate your organization's social impact mission.

Stay informed and inspired

Sign up for the Google for Nonprofits newsletter to find out about our latest low or no-cost product offerings for nonprofits and learn about successful use cases that are already making a tangible difference in communities around the world.

Stay up-to-date with the latest Google.org news on the Google Keyword.

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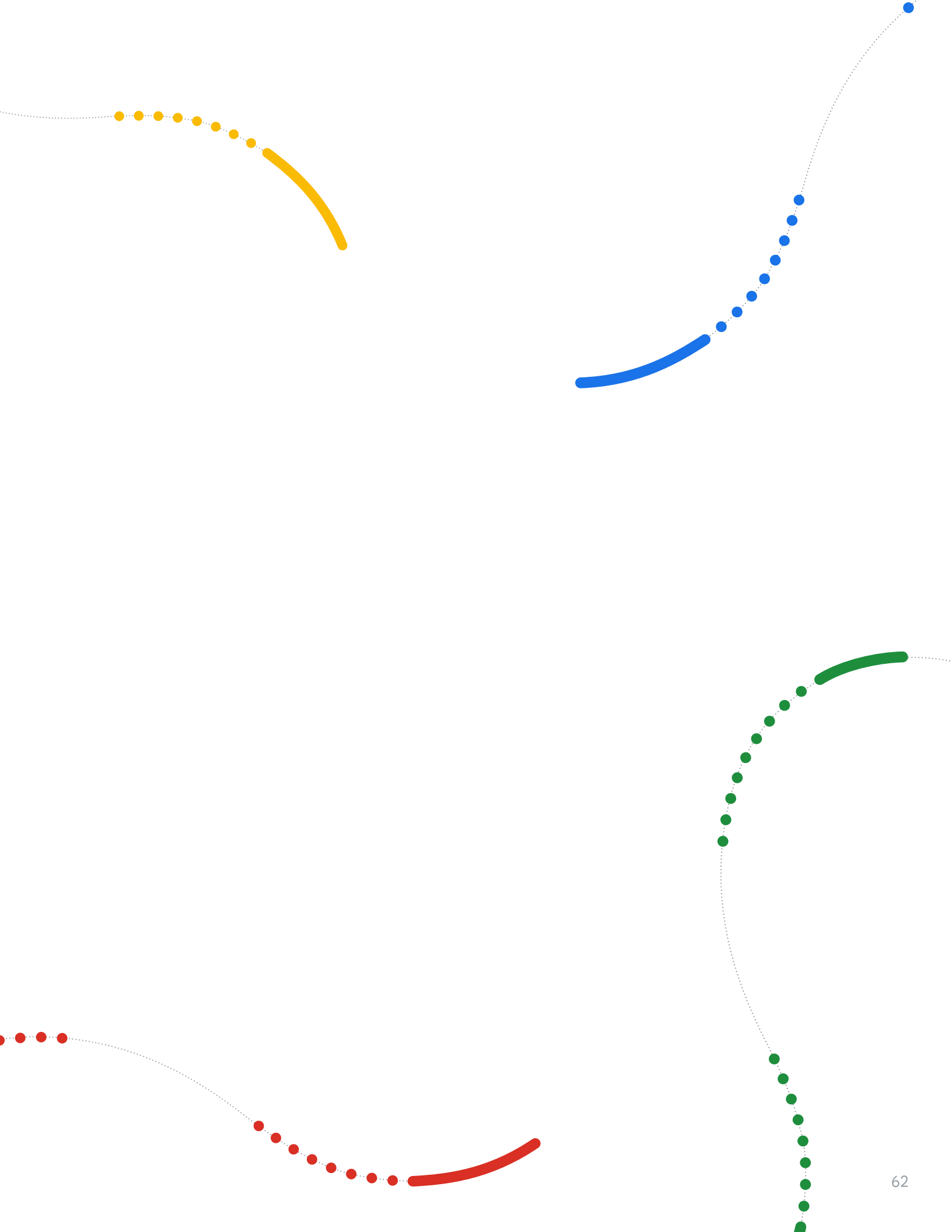
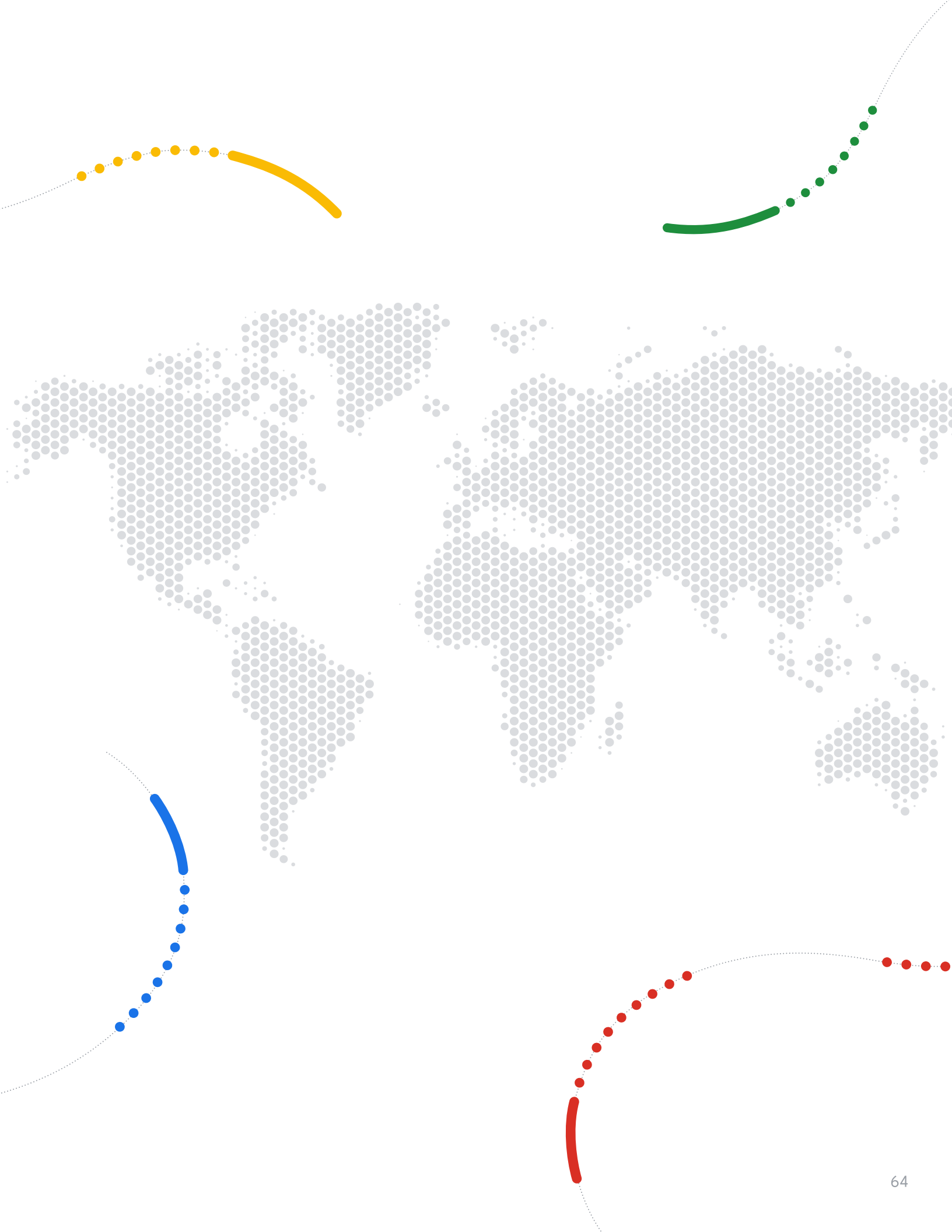


Google.org

Impact Report Methodology

The 2025 Google.org Impact Report presents data from internal administrative data sources as well as self reporting and other direct communications with the organizations we support. The report includes "all-time" totals for funding, reach, outcomes and impact. The timeframes for "all-time" totals vary based on when the administrative data sources began collecting data and include all available data through December 31, 2024:

- "All-time" funding totals throughout the report are aggregated from funding datasets spanning 20 years (2004-2024)
- "All-time" Google.org reach, outcomes and impact totals throughout the report includes data from all years in our outcomes and impact dataset (2017-2024)



Explore Google.org
priorities and initiatives