

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

HANDOUT 2

\$5B

of economic activity: In 2025, Google helped provide \$5 billion of economic activity for thousands of Arkansas businesses, nonprofits, publishers, creators, and developers.

179,000+

Arkansas businesses: More than 179,000 Arkansas businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



FR8relay, Bentonville, Arkansas.

"Gemini is a huge game changer in terms of time. These tools are making processing of information that much faster."

-Aayush Thakur, Co-founder

Products:

Google Cloud, Gemini

Improving the lives of Arkansans by investing in their citizens and communities

400,000+ Google Career Certificate graduates in the U.S. Google Career Certificates help learners get the hands-on experience and practical AI skills they need to stand out to employers in high-paying fields, such as cybersecurity, data analytics and project management. After completing a Certificate, program graduates can connect with 150+ top employers. 70%+ of graduates report a positive career impact within six months. Launched in 2026, the Google AI Professional Certificate supports U.S. small businesses by offering no-cost access to expert training that empowers them to master over 20 practical AI applications, such as data analysis and project planning to bridge the skills gap and drive economic growth.

Google has also collaborated with Arkansas educational institutions like University of Arkansas and Arkansas State University to make Google Career Certificates and AI training available to students and to increase employment opportunities.

147,000+ Arkansans trained: Grow with Google has partnered with over a hundred organizations in the state to train more than 147,000 Arkansans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



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The Google Project Management Certificate gave me the vernacular, the attitude, the confidence, and the skills needed to get my foot in the door. I felt like I was locked into a career and couldn't grow, but the certificate helped me to eloquently and professionally say what project management means to me.

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Heather W.

Google Project Management Certificate graduate
Construction Safety Manager at OnQGlobal
West Memphis, AR

Helping Arkansans when they need it most

\$5M+ in philanthropic and social impact funding:

Since 2005, Google and Googlers have given more than \$5 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Arkansas.

\$22M+ in Ad Grants and Google Workspace to hundreds of Arkansas nonprofits:

Since 2006, Google.org provided more than \$21 million worth of donated search ads to Arkansas nonprofits through the Google Ad Grants program and more than \$1 million worth of Google Workspace licenses for Nonprofits.

3000+ volunteer hours: Since 2016, through Google.org, Google employees volunteered more than 3000 hours of volunteer with nonprofits and schools.

\$2M+ of Ad Grants to nonprofits: In 2025 alone, Google.org provided more than \$2 million worth of donated search ads to Arkansas nonprofits through the Google Ad Grants program.

Partnering with local governments and academic institutions to help Arkansans

Governor Sanders Announces Arkansas LAUNCH:

The State of Arkansas released Arkansas LAUNCH, a skills-based platform designed to connect jobseekers with opportunities and help employers find the skilled workers they need – quickly, easily, and for no cost. Through the platform, users may also use CiviForm, an open-source tool that was developed with pro bono support from Google.org Fellows, a team that includes Google researchers, designers, product managers, and software engineers. The CiviForm tool makes it easier to access and quickly apply for multiple government services at once from any device and will enable job seekers on the LAUNCH platform to sign-up for services, such as training and workforce development.

Investing in Energy Affordability and Clean Energy in West Memphis:

Google announced in 2025 that it is launching a \$25 million Energy Impact Fund to help scale energy efficiency and affordability initiatives for low-income residents in Crittenden County and the surrounding area. In addition, Google is collaborating with Entergy to bring a new 600 MW solar and 350 MW battery storage project to the grid and implement programs to reduce our data center power usage during peak hours. The energy initiatives tied to Google's new data center campus are expected to save Entergy ratepayers \$1.1 billion dollars.