

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

**15+ years**

**in Wisconsin:** Google has proudly called Wisconsin home for over 15 years with an office in Madison.

**\$13.4B**

**of economic activity:** In 2024, Google helped provide \$13.4 billion of economic activity for tens of thousands of Wisconsin businesses, nonprofits, publishers, creators, and developers.

**365,000+**

**Wisconsin businesses:** More than 365,000 Wisconsin businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



**Stream Creative**, Brookfield, Wisconsin.

*"NotebookLM lets us capture client knowledge, meeting notes, and brand voice in one place—so our team always has a smart collaborator ready to discuss strategy."*

- **Brian Brinkman**, Co-founder

**Products:**

Google Ads, Gemini, NotebookLM

## Improving the lives of Wisconsinites 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 partnered with Wisconsin educational institutions like Chippewa Valley Technical College and Beloit College to make Google Career Certificates available to students and to increase employment opportunities.

**143,000+ Wisconsinites trained:** Grow with Google has partnered with over 120 organizations in the state to train more than 143,000 Wisconsinites on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

**Investing in AI infrastructure and manufacturing:**

Wisconsin is a key investment area for Google's AI infrastructure and manufacturing. In Wisconsin, Google works with world-class manufacturing partners to produce Surface Mount Technology (SMT), motherboards, and Google proprietary CPU-based servers.

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*Since I took the certificate, I've used [AI] much more frequently. I would ballpark that [AI] saves me about two hours per Spanish level.*  
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**Hayley V.**

Generative AI for Educators Certificate graduate  
Spanish Teacher at Denmark High School  
Belgium, WI

## Helping Wisconsinites when they need it most

**\$20M+ in philanthropic giving:** Since 2006, Google and Googlers have given more than \$20 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Wisconsin.

**\$69M+ in Ad Grants and Google Workspace to 982 Wisconsin nonprofits:** Since 2006, Google.org provided more than \$68 million worth of donated search ads to Wisconsin nonprofits through the Google Ad Grants program and more than \$1 million worth of Google Workspace licenses for Nonprofits.

**\$10M+ of Ad Grants to nonprofits:** In 2024 alone, Google.org provided more than \$10 million worth of donated search ads to Wisconsin nonprofits through the Google Ad Grants program.

**20,000+ volunteer hours:** Since 2009, through Google.org, Google employees volunteered more than 20,000 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 Wisconsin 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.

## Partnering with local governments and academic institutions to help Wisconsinites

**\$3.9 Billion+ in Unemployment Insurance (UI) and Pandemic Unemployment Assistance (PUA) Paid, 530,000+ Claims Processed, Expedited Review, Fraud Detection, and Streamlined Paper Applications (2020):** Google Cloud, providing improved efficiencies in payment systems, predictive analytics, AI-powered machine learning models (Fraud Detection Solution), and DocAI (document processing AI), enabled the Wisconsin Department of Workforce Development (DWD) to pay over \$3.9 billion in UI and PUA, process over 530,000 claims, expedite claim reviews, identify fraudulent claims, and streamline paper applications in 2020, significantly supporting citizens and protecting state resources.

**Statewide Job Seeker Resource Access, Skills-Based Job Searching, Unemployment and COVID-19 Portal Protection, Increased Payment Accuracy, Simplified Data Access and Staff Tools, Connection during Hybrid Work:** The State of Wisconsin launched a Virtual Career Center built on Google Cloud, and uses reCAPTCHA Enterprise, BigQuery, Google Workspace, and other Google Cloud solutions to provide job seekers with resources, enable skills-based job searching, protect online portals, increase unemployment payment accuracy, simplify access to data, and build a connected environment.

**Advanced, Secure Research Enabled:** University of Wisconsin–Madison leverages Google Cloud's security solutions to enable advanced research needs within a secure, published environment.