Investing in the New Jersey economy, helping create economic growth and jobs

$24.2B

of economic activity: In 2024, Google helped provide $24.2 billion of economic activity for tens of thousands of New Jersey businesses, nonprofits, publishers, creators, and developers.

535,000+

New Jersey businesses: More than 535,000 New Jersey businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

Zordi, Vineland, New Jersey.

"Taking notes with Gemini in Google Meet is really reassuring, and I like that it means we don't always have to record meetings."
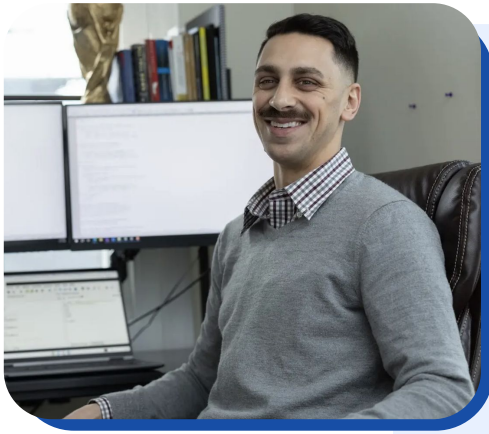
- Gilwoo Lee, Founder & CEO

Products:
Google Workspace, Gemini, NotebookLM, Google for Startups AI Academy: American Infrastructure

Improving the lives of New Jerseyans 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 11 New Jersey educational institutions like Rutgers University and Ocean County College to make Google Career Certificates available to students and to increase employment opportunities.

388,000+ New Jerseyans trained: Grow with Google has partnered with over 250 organizations in the state to train more than 388,000 New Jerseyans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

Google

> *Once I finished [the Python certificate], everything started falling into place. The concepts I learned from each certificate allowed me to be a strong contributor from day one, and they still translate to tasks I do daily in my role.*
>
> **Kyle A.**
> Google IT Support Certificate graduate
> Data Engineer at Wells Fargo
> Keyport, NJ

Helping New Jerseyans when they need it most

$46M+ in philanthropic giving: Since 2005, Google and Googlers have given more than $46 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in New Jersey.

$149M+ in Ad Grants and Google Workspace to 1,510 New Jersey nonprofits: Since 2003, Google.org provided $147 million worth of donated search ads to New Jersey nonprofits through the Google Ad Grants program and more than $2 million worth of Google Workspace licenses for Nonprofits.

$16M+ of Ad Grants to nonprofits: In 2024 alone, Google.org provided more than $16 million worth of donated search ads to New Jersey nonprofits through the Google Ad Grants program.

46,000+ volunteer hours: Since 2009, through Google.org, Google employees volunteered more than 46,000 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 New Jersey 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 New Jerseyans

40% Cost Cutting and Containment (Expected), One-Stop Shop for Cyber Threat Information: The New Jersey Department of Homeland Security and Preparedness (NJCCIC) is utilizing Google Cloud, including Chronicle, BigQuery, and Looker, as a consolidated cybersecurity platform. This serves as the state's one-stop-shop for cyber threat analysis, incident reporting, and information sharing, aiming to cut and contain costs by as much as 40% through leveraging Google's speed and scale, enhancing New Jersey's cyber threat resilience.

50,000 User Interactions in 3 Days, Top 20 Unemployment Questions Answered Instantly: The New Jersey Department of Labor & Workforce Development, in partnership with the New Jersey Office of Innovation, launched a new chat feature on its unemployment website using a Chatbot powered by Google Cloud CCAI technology. This chatbot simulates human text responses to provide instant answers to the 20 most common unemployment questions, handling approximately 50,000 user interactions in its first three days and freeing up staff for more complex issues.