

Exton, Adam (HC/SC)

From: Colin McKay <colinmckay@google.com>
Sent: 2020-03-27 1:33 PM
To: Saini, Sabina (HC/SC); Bélair, Thierry (HC/SC)
Cc: Jason Kee; Lindsay Doyle
Subject: \$800M COVID19 response from Google

Hi Sabina and Thierry.

Google has just announced an \$800+ million global effort to help small and medium-sized businesses, health organizations and governments, and health workers on the frontline of this global pandemic.

For Canada specifically, Google is donating ad grants to help organizations, including Health Canada and the Public Health Agency, provide critical information on how to prevent the spread of COVID-19. This follows previous efforts Google Canada has taken to help Canadians receive authoritative information in times of need, such as our [SOS Alert](#) in Search connecting people to info from Health Canada and [YouTube](#), directing users to the Public Health Agency of Canada.

Additionally, Google is providing \$340 million globally in Google Ads [credits](#) available to all SMBs, including Canadian SMBs, with active accounts over the past year. We hope it will help to alleviate some of the cost of staying in touch with their customers.

Here is the [Tweet](#) from Sundar Pichai, Google CEO

All details can be found in [today's blog](#) post. Here's a summary of the global efforts, which Canada is a part of:

- **For health organizations, governments and non-profits:** \$250 million in **ad grants** to help the World Health Organization (WHO) and more than 100 government agencies globally, including Health Canada and the Public Health Agency, provide critical information on how to prevent the spread of COVID-19 and other measures to help local communities. This is an increase from our initial \$25 million announced last month. In addition, we're providing \$20 million in ad grants to community financial institutions specifically to run public service announcements on relief funds and other resources for SMBs. This includes the ad grants that we have already offered to your department to support outreach..
- **For SMBs:** \$340 million in **Google Ads [credits](#)** available to all SMBs with active accounts over the past year. Credit notifications will appear in their Google Ads accounts and can be used at any point until the end of 2020 across our advertising platforms.
- **For researchers:** A pool of \$20 million in **Google Cloud credits** for academic institutions and researchers to leverage our computing capabilities and infrastructure as they study potential therapies and vaccines, track critical data, and identify new ways to combat COVID-19. Learn how to apply for credits [on the Google for Education site](#).
- **For NGOs and financial institutions:** A \$200 million **investment fund** that will support NGOs and financial institutions around the world to help provide small businesses with access to capital. This is in addition to the \$15 million in cash grants Google.org is already providing to nonprofits to help bridge these gaps for SMBs.

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