



Federal Ministry
of Education
and Research

Deutschlandstipendium

Information for sponsors



Support
young talent.



Supporting high-achieving and dedicated students, providing them with incentives to give their personal best, and doing something to solve the skills shortage problem – that is the objective of the *Deutschlandstipendium* programme. This is the most expansive public-private partnership in education that has ever existed

in Germany. With the *Deutschlandstipendium*, the Federal Government is laying the foundations for a new, strong scholarship culture.

Each scholarship is worth €300, half of which is provided by the Federal Government and the other half by private sponsors. The universities have already raised funds for many thousands of scholarships. Sponsors include corporations, small and medium-sized enterprises, foundations and private individuals. The *Deutschlandstipendium* promotes the creation of networks that benefit students, private sponsors and universities alike.

Giving young people targeted support is one of the most personally rewarding and socially valuable investments you can make. It is also a prerequisite for the future viability of the German economy. You, too, can support this programme: become a sponsor, get involved at the university of your choice and help young people to develop their talents!

A handwritten signature in black ink that reads "Johanna Wanka". The signature is fluid and cursive, written in a professional style.

Prof. Dr. Johanna Wanka
Federal Minister of Education and Research

Setting the right course for the future

With the *Deutschlandstipendium*, the Federal Government is laying the foundations for a new scholarship culture. The Federal Government adds one euro to every euro donated by a private sponsor. This solidarity between state and society, between students and alumni, and between universities and industry will strengthen our country.

Other countries are already reaping the benefits of a strong scholarship culture in the competition for qualified young talent. In the USA, for example, about two-thirds of the expenditure of universities is funded by alumni, companies and other private sources. In Germany, the corresponding figure is 16 per cent, far below the OECD average of approximately 30 per cent. Only four per cent of all students in Germany currently receive scholarships. The *Deutschlandstipendium* aims to change this. The Federal Government, universities and private sponsors are working together to offer strong incentives for excellence, help to meet the growing need for qualified personnel and contribute to the long-term development of our society.

Reasons for getting involved

Participation in the *Deutschlandstipendium* offers numerous opportunities. By choosing to support talented and high-achieving students at a university of your choice, you will be strengthening your regional network and taking on responsibility for education and a qualified workforce in Germany.

The advantages are plain to see:

- **You will be supporting young high achievers.** In this way, you will be able to give back some of what you received during your own education or training.
- For only **€150 per month**, you can sponsor a scholarship that is worth €300 per month. Of course, smaller amounts are also welcome. In such cases, the private component of the scholarship is made up of contributions from several sponsors.
- You choose **the university, subject** or **specific course** for which your scholarship will be awarded. You agree upon the terms of the grant with the university.
- As a sponsor **you can participate in an advisory role in the university's selection process**, in as much as the respective university's rules permit.
- You can establish **contacts with tomorrow's leaders**. As well as supporting them financially, you can offer them internships or training events and thus interest them in your company.
- You will **strengthen your own role in the regional network**, both with the university and with the scholarship recipients.
- As a rule, you **can offset** your **contribution against tax**.
- By supporting the *Deutschlandstipendium*, you will be sending out a **strong, visible signal**, as guaranteed by our sponsor's seal.

We support the

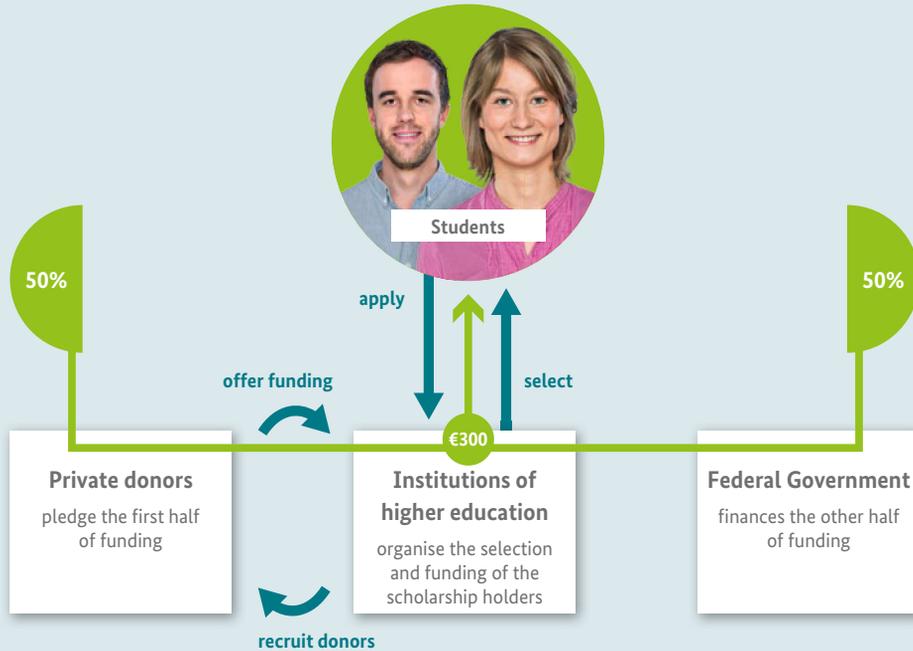
**Deutschland
STIPENDIUM**

The special sponsor's seal ("We support the *Deutschlandstipendium*") enables you to inform your business partners, customers and friends of your commitment. By displaying it on your website, your stationery or in your email signature, it shows that you are supporting the education of talented young people and enhancing Germany's future as a location for research and business.

Sponsor and scholarship holder on the cover

Sabrina Huth, student of Business Information Systems at the University of Applied Sciences Karlsruhe, is a holder of the *Deutschlandstipendium*. Her scholarship is made possible by **Uwe Joas**, HR Business Partner in an IT firm. He is one of several thousand sponsors who are investing in Germany's future.

This is how the *Deutschlandstipendium* works:



Become a sponsor

The *Deutschlandstipendium* promotes talented and high-achieving students at state and state-recognised universities in Germany. Talented and high-achieving students will receive €300 per month, irrespective of income. As well as previous academic results at school and university, the criteria for awarding a scholarship include social commitment and special personal achievements, such as a student overcoming obstacles in his or her educational career.

If you are interested in participating in the *Deutschlandstipendium* as a sponsor, please contact the university or universities of your choice directly. Many universities have already appointed direct contact persons for this purpose. If you are unsure, please contact the university's senior administration.

More services for sponsors

The service centre of the Stifterverband für die Deutsche Wissenschaft (Sponsors' Association for the Promotion of Sciences and Humanities in Germany) is also supporting the establishment of the *Deutschlandstipendium*. It advises prospective sponsors in selecting a suitable university. Sponsors and universities can also contact the service centre at deutschlandstipendium@stifterverband.de if they have any questions regarding the programme.

More information on the *Deutschlandstipendium* is available at www.deutschlandstipendium.de, the central information portal of the Federal Ministry of Education and Research. There, you can also draw the attention of a broader public to your commitment as a provider of funding to the *Deutschlandstipendium*.

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www.deutschlandstipendium.de