

# Doemens 2020: Launching the Fundraising Project

**THE ENTIRE INDUSTRY BENEFITS** | The project Doemens 2020 was launched almost two years ago. Behind this rather straightforward title there lies an ambitious and forward-looking enterprise being carried out by Doemens Academy, which consists of nothing less than construction of a new facility for the revered institution at a site in Gräfelfing. In order to realize their plans and aspirations, aside from their own resources and state funding, they are currently seeking support from the industry, in part, through fundraising.

**DOEMENS PROVIDES** excellent instruction for technical and administrative personnel in the brewing and beverage industry, training for beverage sommeliers (beer, water and, starting in 2019, fruit juice) in addition to their international, practically-oriented seminars as well as comprehensive consulting and service portfolio. If you seek expertise and know-how centered around beer and beverages, look no further than Doemens.

## ■ A New Facility is Imperative

In order to continue to meet these demands and to secure the capacity to carry out in-depth practical training in the future, suitable rooms and other facilities are required. In terms of space, Doemens Academy has reached its limit in many respects; for example, it is no longer possible to install

new equipment or machinery. Without construction of a new facility, this would preclude participants in future courses and seminars from receiving instruction in brewing or beverage production through access to state-of-the-art technology. Moreover, the current facility's laboratory capacity cannot be expanded any further, and due to the steady growth in personnel at Doemens in recent years, office space is also in short supply.

Additionally, in every field of activity, Doemens has grown dramatically over the last decade. This success has been accompanied by an increase in the number of students as well as in teachers and other personnel, and their needs can no longer be met at the existing location. Besides, the basic structure of the building on the Stefanusstraße only complies with requirements, such as fire safety, food hygiene and occupational safety, with a number of concessions from the regulatory authorities.

"In recent years, therefore, we exhaustively and systematically evaluated whether these deficiencies can be resolved on the existing property. The evaluation yielded a clear answer: no. Construction of a new facility is unavoidable. Without undertak-

**Förderverein Freundes- und Förderkreis Doemens 2020 e.V. (Friends and Sponsors of Doemens 2020 e.V.)**

**Established:** July 2017 with 14 founding members

**Objective:** the generation and processing of donations

**Board of directors:** First Chairman: Dr. Wolfgang Stempf; Deputy Chairmen: Stephan Barth and Stefan Soiné; Secretary: Andreas Hofbauer; Treasurer: Georg Stahleder; Observers: Dr. Jörg Puma and Markus Schoebel

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ing this project, we will not be able to fully meet the highest standards of the food and beverage industry over the next few years/decades," reported Wolfgang Stempf, First Chairman of the organization Freundes- und Förderkreis Doemens 2020 e.V. (Friends and Sponsors of Doemens 2020 e.V.).

Preparations for the new facility have been very thorough in recent years. At the beginning of 2017, the board of trustees for Doemens was able to obtain a suitable plot of land with an area of 5300 m<sup>2</sup> on the Lohenstraße, only 800 m from the current location. The planning process is currently on-going. A total investment of around EUR 28 million, which includes the acquisition of land, is still feasible financially but daunting to say the least. The board of trustees is a non-profit organization, and therefore a sum of that magnitude cannot be raised from its own coffers. Without adequate funding from the industry, the new building simply cannot be constructed to meet the

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**Dr. Werner Gloßner (r) and Dr. Wolfgang Stempf are kindly requesting donations**



**A model of the new facility**

**A Roadmap of the Journey from Finding a New Site to Relocation**

**2015-2016:** search for and assessment of potential sites; acquisition of the property on the Lohenstraße in Gräfelfing

**2017:** resolution of the many questions concerning funding; establishing the planning framework (creation of a preliminary plan, selection of architects and technical planners)

**2018:** building plan and obtaining of building permit and grant approval, invitation to tender

**2019-2021:** building construction and assembly of the equipment in the technical center (the education and research brewery and malting plant as well as the filling and packaging technical facility) and in the laboratories

**2021:** relocation from the current site on the Stefanusstraße to the new facility on the Lohenstrasse; commissioning of the technical center

demands required of a modern educational facility. The extensive specialized equipment required entails a disproportionately high investment in the building itself and the supporting technology. Donations from the industry are intended fill this gap in funding.

**Support from the Industry**

“By the way, the board of trustees, Doemenschule e.V. as it was then known, was founded just over 50 years ago. At that time, the property was purchased and the current school building was constructed. Since the organization did not have the financial means to construct a facility, the expenses for the building on the Stefanusstraße were also funded by support from the industry. Over 50 years later, we are now facing a similar situation,” explains Dr. Stempf.

The new facility will be constructed with a generous amount of space, which affords room for the following:

- a flexible, modern technical center allowing new developments in brewing, beverage and food technology to be rapidly explored;
- modern, spacious rooms large enough to accommodate classes and seminars;
- laboratories equipped with state-of-the-art instruments and equipment for both chemical-technical analysis and microbiology;
- sufficient office space for the increasing number of employees;
- learning environments equipped with high-tech communications.

The new facility will be designed to promote a balanced combination of spaces for work, training and communication as well as learning environments, all of which will impart a unique ambience and a family atmosphere to Doemens.

The entire industry will benefit from a new facility, since Doemens plays an important role in the training of managers in medium-sized and large companies. For a non-profit organization, aggregation of capital on this scale is not possible without financial help from outside. “It must be clear to the industry that, without their support, Doemens will become increasingly constrained in its capacity to contribute as abundantly as it has up to the present to the education and training of the industry’s future leadership,” emphasizes Dr. Stempf.

**Funding Scheme**

The acquisition of the property was able to be financed from Doemens’ own equity. Of course, additional equity will come from

the sale of the current property on the Stefanusstraße. In addition, financial support is available from the Bavarian Ministry of Education and the Arts as well as the Bavarian Ministry of Industry and Trade, which specifically support the education and occupational instruction for trained specialists and managers.

“One important facet will be the willingness of all Doemens alumni, breweries, beverage and food production companies as well as suppliers to provide funding. Of course, donations will have to be adjusted to fit the size of the company. Over the next two to three years, our fundraising project will help secure capital through a substantial amount of donor contributions,” explains Dr. Werner Gloßner, Managing Director of Doemens Academy.

To be precise, the level of contribution needed from the industry is on the order of seven figures. Preliminary talks with potential major donors have already indicated that significant contributions can be expected. Mid-sized companies will likewise play an important role. “We are convinced that the amount we need in donations can be obtained through the fundraising project. A feasibility study has underscored two points: the strong bond Doemens has with its alumni and the healthy relationship Doemens has with the entire industry. There is a great desire among many in the industry to see Doemens continue to be successful and to further develop its unique selling point – practical knowledge and connoisseurship! And our stakeholders understand that this will encourage backing and financial commitment,” recalls Stempfll effusively concerning his initial positive feedback from the industry.

Prior to initiating the scheme for soliciting donations, Doemens had to clarify in advance whether and to what extent the decision-makers in the beverage and food industry were ready to contribute to such a project. Over the course of the numerous interviews, the following message emerged very clearly: the industry is prepared to fully contribute to the new construction project. Furthermore, a means was created for implementing the fundraising project. This involved everything from a tax settlement regarding Doemens’ non-profit status to the formulation of receipts for donations received for the project.

### ■ Friends and Sponsors

For this purpose, a separate organization was founded: Freundes- und Förderkreis

Doemens 2020 e.V. (Friends and Sponsors of Doemens 2020 e.V.). A clear concept for donations was developed by the board of directors of the organization in close cooperation with the board of directors at Doemens e.V., and potential donors were approached. The idea behind this was that prominent individuals and high profile companies, who participate with a larger donation, will have the opportunity to make their mark, thereby acting as multipliers. Sizeable donations supplemented by smaller ones should be sufficient to amass the desired sum.

These donors will be acknowledged in the new building, according to the following categories:

- Platinum: > 100 000 EUR;
- Gold: > 50 000 EUR;
- Silver: > 10 000 EUR;
- Copper: < 10 000 EUR.

In order to confer upon those contributing large donations the recognition they deserve, various options are under consideration:

- Room designation: Rooms, such as classrooms, laboratories/workrooms, seminar rooms, etc., can be named in honor of generous donors.
- Chairs: The lounge area and the seminar rooms will be furnished with high-quality chairs, upon which name plates can be affixed to recognize donors.
- Backlit glass panels: In the main stairwell, in the front of the elevator, the names of donors will be displayed on backlit glass panels of four different sizes, according to the amount of the donation.

Leading potential donors and stakehold-

ers will also be invited to a charity event at the Andechs Monastery.

“Generally speaking, it is a matter of concern to us and thus foremost in our minds that we pay tribute to our donors. We will also provide information about all activities concerning the donations over digital media,” notes Dr. Gloßner.

### ■ “An Investment in the Future”

Dr. Gloßner summarizes his thoughts on the new construction project as follows: “Education concerns every single one of us. Germany’s economic structure largely comprises medium-sized corporations. This structure can only be maintained, if education and training are tailored to meet the needs of the vast majority of the enterprises at this level. This is the reason there is a demand for institutions able to provide the younger generation with specifically those types of skills, which they need to attain in order to take advantage of these career opportunities. Doemens Academy trains precisely those specialists sought by medium-sized companies by tailoring its instruction to a level between universities and colleges on one hand and that of skilled workers on the other. We whole-heartedly believe that investing in Doemens is an investment in the future of Germany’s economic structure. A donation will thus help preserve the diversity and competitiveness inherent to Germany’s unique corporate landscape of medium-sized businesses and therefore, last but not least, means that a donation is an investment in the competence and expertise of future generations.” ■