

Interview 1: 11/9/10

Male

Over 65

Former Board member

1. The giver is much more rewarded from the donation experience than the receiver. The emotional benefits lead to emotional gratification. Philanthropy is needed because the people needs to get beyond themselves and think about others around them and give to the community. The need for philanthropy is greater today than ever before and there are more worthwhile causes to donate to than ever before.

2. Hear about organizations through connections. That's how he learned about DHV. You use trusted connections because they won't lead you to unworthy organizations. Also when it comes to individual organizations the giver should ask questions of the organization. He/she should identify needs that are not being met and meet them monetarily to get the most fulfilling experience for both parties.

3. Main motivations are close associations with the organizations. Respond to the requests of trusted individuals about deserving organizations. Donor likes to fulfill needs of organizations. Think about what's important to you (education, healthcare, patriotic needs, religious organizations) and give time and money.

4. Got involved through his wife who volunteered at the DMA and has an interest in Dec Arts. Keeps giving because it is a worthy vehicle to acquaint people with Dallas history. Reminds a young person of the heritage of the community. Likes that it is primarily an education facility.

5. The most important part of DHV is the houses. They are restored correctly and well maintained. They are important facilities for Dallas and local school children. Candlelight and old 4th of July celebrations.

6. DHV is important to Dallas community as a teaching tool for Dallas history. The houses are the best way to explain history.

7. DHV is an exciting place. Buildings are restored in a very authentic way. Well maintained for the size and very hospitable. Safe, user friendly. The people involved are also special. Dedicated staff that are committed and believe in what they are doing. If an organization does not have a dedicated staff that is passionate he would not donate to them because he knows his

money wouldn't be used in a good way. Commitment of the staff is the most important in his opinion.

Both types of organizations are just as important. And have their place and need. He would more readily give to a service organization because he doesn't understand art for art's sake want his money to benefit people not a painting. He also believes that you commit to things that you know about (or at least think you know about)

9. It is easier because he has a personal relationship with Director. Donor has not been impressed with DHV's fundraising efforts. Understand that the institution does not have the money to hire more people to work in development but the organization is just barely surviving and Donor thinks that more needs to be done to raise the profile of DHV. The board is the biggest problem. They need to be more proactive about their roles. There should be an expectation of giving a substantial amount of money. The board needs to have more millionaires who can make things happen, like the new visitor's center. The board needs to be more accountable and not be scared to raise the money that's needed. DHV is doing well with what it has but it needs more resources and the board should be responsible for that.

Interview 2

Female

Over 65

Current Board member

1. Philanthropy makes up for the lacking of the government. It provides the donor with a sense of existence and pride in her life. She only donates to organizations that she can have a personal relationship with such as volunteering many, many hours at an organization.

2. The donor does not want to be a part of anything that is not worth her time or money. She needs to be able to make a personal contribution. Has an interest in the Decorative Arts. She left the traditional work environment in the 1960s to serve as a volunteer for nonprofits. She becomes almost too involved in the organizations she works with donating not only money but also thousands of hours of her time. She also likes to donate to organizations that she has the connections with. It's all about connections when it comes to why she chooses an organization.

3. Motivation is being involved. And help out more than just giving money.

4. DHV enriches the learning experience of the children that visit.

5. School visits. DHV is all about the kids. It teaches them and gives them a learning opportunity without them knowing it. Sugar coating history. Candlelight is important and the old 4th of July celebration.

6. School group and preserving Dallas history. Only place like it in Dallas that kids can get this experience.

7. It is a very well done place. Looking at the skyline surrounded by the houses gives her goose bumps to this day. The people who started this place are still around and still contributing to DHV and that says a lot about the dedication of the staff and volunteers. Gary is a remarkable director and DHV is very lucky to have him and his expertise. He is an excellent boss, manager, and caretaker. Knows his business and gets everything done effectively.

8.

9. DHV needs to be doing more. Knows they have little money but she thinks development staff could be working harder as could the board.

Interview 3

Female

Over 65

Former Board Member and on several committees.

1. Philanthropy provides for the necessities and the extras.
2. Participation means support in any way. Large gifts that she is very involved in but several smaller gift to orgs that help others, like the Salvation Army. Likes to donate to educational institutions and orgs that provide basic needs. Gives to orgs that she has a deeper connection with.
3. Personal connections
4. Involved with DHV since 1973. Began as a docent and then moved on the guild and board. Longevity leads to dedication, which leads to donations.
5. School tours. But the prep of the teachers needs to be better. More info for them to give the kids before they show up.
6. History of Dallas, education, impact on kids that visit.
7. Important part of the community. Needs more individual support
8. More people are drawn to support social orgs. People with larger bank accounts are more likely to support the arts because it is seen as an extra.
9. Gary and Nancy make it easier because they make personal connections with all of their donors. Intelligent and competent staff. Process is very effective. Make connections and friendships. Gary always rises to the occasion.

Interview 4

Male

45-65

Current board member, past president

1. Culture broadens perspective of the world and makes lives fuller through history and culture. Successful people have an obligation to give back to the community and others. Donor gets personal satisfaction out of donating. It is more rewarding for the donor than the receiver. People in for-profit business world can add a wealth of knowledge to the nonprofit world. Add different perspectives.
2. Primarily gives to groups in which he is actively engaged. If he has friends who are heavily involved he will donate. Personal connection is the most important aspect of choosing an org to donate to.
3. Specific requests from orgs for donations like capital campaigns. Mostly a reactive as a donor
4. Was asked to be on the board by a work colleague and friend. Has stayed involved because of Gary. Donor believes in what they are doing at DHV and his wife is a history buff.
5. School groups. Educating young people on what life was like years ago. Opens their eyes to what life was like before modern day technology. Education is always most important
6. Education for the kids. Heritage of Dallas is important. Saving the buildings that would have otherwise been lost in the name of technology and expansion. Preservation.
7. Interesting place to step back in time. Gives a different perspective than what visitors are used to. The problem that DHV faces is they are not sensational. They don't have the glitz they also have very few returning guests because people have lost the value of history.
8. It's easier to give to orgs that have a direct impact on people. Their missions tug at heartstrings. People who donate want to feel like they are having a direct impact on someone's life.
9. It's easy because he knows everyone there. DHV needs to work to broaden its base of support. People in Dallas have loads of money but very few are giving to DHV. He knows that the problem but he doesn't know how to solve it. DHV needs to tap into the pool. Get people involved and engaged in DHV and what they are doing.

Interview 5

Female

Current Board member

45-65

1. Philanthropy is paramount to the world. It builds community and provides so many benefits. It allows the donor to move beyond them. Philanthropy was instilled in her family as something you should do if you could. Think about others less fortunate and move beyond the narcissistic.
2. Donates to orgs that have touched her family, health organizations, hospitals. Boards that she serves and orgs that she is representing with her firm.
3. Community need is the most important factor. The org needs to have a positive impact on the community it serves. The org has to have a good infrastructure (staff) it needs to be financially stable and the board needs to be giving at 100%. The board also has to be working inline with its vision/mission statement. She likes orgs where she can find a niche on the board and be a useful member of the community. DHV has a great staff that works hard and it is saving history like no other place in Dallas.
4. Donor grew up around DHV. Her mother and grandmother were both involved.
5. Education and school groups. Defining history for the future leaders of Dallas
6. History is important to the community. DHV gives Dallas a sense of roots and the contrast between the pats and the future with the historic buildings against the Dallas skyline.
7. Family oriented place. Very interpretive and they use their collections to share with others, not just keeping them in storage. The architecture is lovely and they have done a good job with restoration and upkeep.
8. Much easier for social service organizations to raise money. How do you raise a sense of empathy in a donor through history? Museums have a much harder time than other nonprofits especially in the recession because they are seen as extras not necessities. Art museums can have stats about how art affects children's abilities to learn math and science. But history museums don't have that.
9. DHV provides a very personal experience especially with the continuity of staff that orgs like the DMA don't have. Entry-level positions leave after 2

years at large organizations. It is easier for the organization itself with more staff though. There needs to be a balance. History orgs in Dallas need to work together to get the word out about their missions.

DHV needs to be thinking in the long term. What happens after Gary and Nancy leave?

Interview 6

Male

Under 45

Current Board Member

1. Philanthropy acts as a substitute for government and ultimately the church. Provides an outlet for people to do good outside the normal constructs. Transfer of means to give back.
2. Become familiar with the organizations and become involved. He is a history buff.
3. Involvement leads to donation. Rarely seeks out new organizations to donate to. Develop a sense of trust in the organization. Has an interest in education, history and the arts.
4. He perceives the need of DHV. The more active he is in an org the more he is likely to see the need. DHV is a scrappy organization that knows how to react in these troubled times.
5. School groups and living history.
6. Preservation of structures. Living history aspect is unique for Dallas.
7. Old City Park. Interesting place. Great for young kids.
8. All nonprofits are important. There are some social benefits to arts orgs that history orgs don't have. They are successful because Dallas is trying to be "world-class"
9. DHV is missing generations. No young people on board or in high-level donor groups. Need young 30-somethings with families and disposable income. DMA has Jr. Associates. Keep them involved so they keep giving. What happens when all the old people die?

Interview 7

Male

Between 40-50

Former Board member

1. Support nonprofits like schools, arts organizations, and society improvement. Like to give advice on operations. Personally like to give to educational organizations and loves the education component of DHV. Donates time and personal involvement, like serving on a board. Really like the connections made through involvement. Meets friends and colleagues.
2. Board involvement, schools. Calls are important. Must have personal outreach, personal touch. Connect through friends. Definitely reactive vs. active donor.
3. Support operations. Direct involvement
4. Go involved through personal contact. Was asked to be on the board by a friend. Was on the board when Gary Smith was hired.
5. Education programs with Dallas Independent School District. Hands-on learning is important. Kids need to see history and places like the bank and the blacksmith.
6. History. Dallas is not a great history keeper. Dallas is an innovative city that is not looking back enough. Valuable for kids to see history.
7. Unique historical museum. Few places that portray history as well as DHV in Dallas.
8. Many people are involved with both. More educated people like to support both types of organizations. Education depends on the preservation of history.
9. Easier with DHV. Has a bigger impact at a smaller organization.

Other comments:

DHV hasn't been able to network into the wealthier donor pool/higher society in Dallas. That might have to do with personalities within the board. Planned giving should be more successful and talked about more often. DHV needs to do a better job of cultivating donors but how do you do that? Something needs to happen but he doesn't know what.

Interview 8

Female

40-60 years old

Current Board member

1. Has an interesting view on philanthropy from her social work background. Personally give back to reach out to others give them your time talent or treasures. It is integral part of human beings and important to the personal growth process. There is also a responsibility to be helpful and supportive to society and one another.
2. Organizations that she has an interest in, the subject or need. Organizations that make a difference in the basic needs of human life, food, shelter, clothing.
3. Make a small difference in community or someone's life. Like the opportunity to give back. Often donates in other's names as a Christmas gift instead of giving elaborate gifts.
4. Helps ground the community in its history and maintain a context with simpler times. Also explains complex traditions and acts as a repository for individual stories.
5. Education programs. Hands on interactives. A multi-sensory trip back in time.
6. Education and history in the "shadow of steel and glass." DHV is a place of tranquility. Historic structures remind us of a different way of being and doing. Teaches us to remember to slow down and be present.
7. Group of people who share a common passion of history and want to preserve it with respect. DHV is a really special place with a commitment to preservation in a time when historic structures are torn down in the name of progress.
8. All are important. Relevant organizations are those that help feed physically, emotionally and spiritually. Shouldn't be an either/or situation.
9. Staff is stretched but they do a great job of personalizing and staying in touch with donors.

Other comments:

DHV needs to enhance grantwriting and research.

Identify new sources of funds whether individuals, businesses or foundations.

Enhance membership base- DHV has tremendous potential for growth
Make use of the village in new and interesting ways in order to get the name
out and attract new people.

Interview 9- Phone Interview

Female

Over 60

Honorary Board member

1. Has been involved in Philanthropy all her life. It really depends on the cause and how it touches her. Works in development situations so she has an interesting take on the topic. Has a love for DHV and history so she wants to contribute to its success. Also donates and chooses organizations based on ones that don't get as much from the government.

2. She has a strong allegiance to the organizations she already donates to. But for new ones the cause or purpose has to be important enough for her to donate. She also wants to have a deep understanding of the organization before she donates. She will not just give money without being familiar with the organization. Connections to the orgs are important to her.

3. The connection to the organization. With DHV in particular she worked with them from the early stages. She has personal interest in the organization and its mission.

4. same explanation as for question 3. Long history with DHV and connection to the organization

5. How they show what life must have been like in the early days of Dallas

6. Dallas has an interest in history and the two main organizations (DHV and the Dallas Historical Society) compliment each other well. Keeps Dallas remembering the past.

7. Kids will love it. History is presented well for all ages.

8. No real comparison. Both are important for different reasons.

9. Like dealing with staff, they are easy to deal with.

Other comments:

DHV needs to have a top priority to explain to future donors.

Needs to be compelling.