

Executive Summary

As the state's only statewide provider of affordable housing resources, our HFA depends on its annual report to relate its financial standing and accomplishments to audiences including elected officials, housing partners, potential investors and state residents. In partnership with Visual Image Advertising (VI), we wanted to create an annual report that focused on the reason we exist—the people whose lives are enriched because of quality housing programs. We wanted to cause readers to examine this book and in doing so look back on their own traditions of *home, the place where memories are made*. Much of the time, the mission of an organization gets lost amid facts and figures. This year, we took a different approach with our annual report by posting financial statements online and focusing our annual report on organizational successes.

VI initially came up with the concept of utilizing graphic elements and stock photography to invoke memories of home. Pages carry seasonal elements to indicate that the HFA works to help individuals with their housing needs year-round. On the cover, Children's handprints and a puppy's paw prints imbedded in the wet concrete of a family's new driveway spurs fond memories of the past. One reader wrote to ask, *"I just have to know -- the handprints on the cover -- are they yours? Is this from your childhood driveway or something?"*

Inside the book, agency accomplishments are displayed utilizing several elements. Each page contains a seasonal stock image. Headlines for each story also bear a seasonal theme. The graphic artist created bar charts and added a twist by utilizing snowmen, butterflies, ladybugs, pencils and fall leaves as forms of measurement. To personalize the annual report, agency success stories and accomplishments also appear on these pages. Subtle design elements, such as a screened image of wildflowers on the summer pages, carry the concept throughout the book. OHFA's four colors of blue, green, red and gold appear throughout the annual report as a way to show that no matter the season, we are in the business of helping people with their housing needs.

OHFA's communications staff wrote stories and copy, took photographs, and edited pages. By completing these services in house, the agency could produce a professional annual report with fewer financial resources. The agency allocated \$25,000 for the production of the annual report. The advertising agency was paid \$13,000 for design services of the annual report. An additional \$8,500 was used for the cost of printing the annual reports and the accompanying envelopes. We printed 1,000 annual reports and 500 envelopes. Since the annual report also serves as the agency's primary public relations piece for the year, we believe the expenditure is justified.

The annual report achieved the agency objective of highlighting the work accomplished in the past year. Perhaps the best gauges of success are the comments received from those who have obtained copies.

Oklahoma Housing Finance Agency
2004 Annual Report
Communications: Annual Reports
Category 12

“I received your annual report. I like the emotion and human touch that it communicates.”

“I just wanted to send my congratulations on your annual report. It's attractive and very easy to read.”

“We were so impressed by your annual report that we want to do something of a similar caliber for our town's housing authority.”

“I received your annual report today and am writing to say that you did a great job ... and made me homesick!”