

Name of entry: Connecticut Housing Finance Authority 2002 Annual Report  
Category name and number: Annual Report #13  
Person preparing entry: Rose Holbrook, Communication Officer  
HFA: Connecticut Housing Finance Authority

**CONNECTICUT HOUSING FINANCE AUTHORITY**  
**Category: Communications: Annual Report**

**Connecticut Housing Finance Authority 2002 Annual Report**  
**Executive Summary**

The Authority best fulfills our mission of providing affordable housing for low- and moderate-income state residents by working with a variety of partners. The report plays an important role in educating these groups about how we meet our mission, reaching real estate brokers, lenders, our State Legislature and many others who have not used our programs in the past, but can now learn about their usefulness.

This report reinforces the Connecticut Housing Finance Authority's image as a competent, professional organization and a leader in statewide efforts to meet the housing needs of low- and moderate-income households and residents with special needs. The Authority also gives credit in its report to our many partners in these programs, reflecting our appreciation and encouraging their continued participation.

By reporting on the results of our many lending programs, this publication demonstrates to public officials that their confidence and the State's resources are well-placed with the Authority. Many people are unaware of the scope and breadth of our activities. As the report shows, the Authority provided financing for 4,610 households in Connecticut in 2002—making a significant impact on those families, the real estate and lending markets, and the State's economy. As the report shows, the Authority's record year invested in its Homeownership Program was matched by an all-time record year in earnings and in bonds issued to strengthen the Authority's financing position and to provide for its programs. Because of its strong ratings of AAA from Standard & Poor's and Aaa from Moody's Investors Services, the Authority was able to offer its borrowers the lowest possible interest rate through the year. As a result, more borrowers were able to take advantage of our Homebuyer Programs.

One of the challenges in producing any annual report is writing copy for such a varied audience. Some readers are intimately familiar with the Authority's activities, while others are hoping to learn about the programs by reading the report. This report utilized graphic design to meet the needs of the latter group without seeming repetitive to the former: the body copy relates the Authority's

2002 accomplishments, while charts, graphs and call-outs on various pages provide basic information and overviews.

To minimize cost for producing the report, as much work as possible was done by Authority staff. Stock photography and Authority archive photography was utilized where appropriate to avoid the expense of location shoots by professional photographers. The choices of paper stock and printer services were made to keep costs low. The total budget for producing and printing the Authority's 2002 Annual Report was \$40,000. Designer expenses totaled \$18,500. Printing of the main part of the Annual Report was \$14,750, and the Authority's audited Financial Statement was printed at the cost of \$1,500. A total of 1,500 copies of both pieces were printed. Photographs of Board of Directors were provided to the Authority, and the designer was able to manipulate backgrounds so that they were uniform throughout. Other photography used in the Annual Report was provided through the designers own photography inventory which included EyeWire and Comstock, Inc. The Authority's audited Financial Statement is located in the back pocket of the report. It is printed separately from the main part of the report for easy accessibility to those who are interested in only reading that portion of the Authority's report. The total design and production of the Authority's 2002 Annual Report was \$5,250 under budget.

The overall design and production of the Authority's 2002 Annual Report's depicts the high-quality look we sought to achieve and met the needs of the various audiences who read this report.