

2014 Entry Form
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name _____

HFA _____

Submission Contact _____

Phone _____ **Email** _____

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

Use this header on the upper right corner of each page.

HFA _____

Entry Name _____

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO

30-Year Anniversary Annual Reports

“When times are tough, you can sit back and lament, or you can stretch. We chose to stretch.”
--WSHFC Commission Chair, in our 30-year book

In July 2013, the Washington State Housing Finance Commission turned 30, with a host of accomplishments and successful programs that together have added up to a huge impact on affordable housing in the state of Washington. To honor our history, we planned a 30-year book that would showcase our work, in addition to our annual reports on our specific progress since the year before. In doing so, we chose a fresh perspective, organizing and highlighting our programs in new ways.

The 30-Year Book

Online at: www.wshfc.org/admin/30Years.pdf

We began the year by commissioning a logo that would create a brand for our 30-year anniversary. Although we had done this for previous anniversaries, a new look and feel was needed. We chose lesser-used colors from our brand palette—gold and wine—and kept it compact for maximum versatility.

We also had a different vision for the book itself. For our 20-year anniversary, we had published an in-depth history of the origins of the Commission, telling a journalistic, multi-chapter story of the fight in the state Legislature that led to our creation.

But rather than give the past ten years a similar treatment, we wanted to create a celebratory and informational piece for the general public—one that could be used for multiple purposes and audiences.

Working with our graphic design and content partners, we created a multi-layer piece that includes elements such as:

- Colorful timeline showing critical milestones in our history—including the 2008 economic crash and how we rebounded
- Photos and names of people who have benefitted from our programs over the years, making use of our extensive library of professional photos.
- “Beyond Housing”: For the first time, we grouped together our non-housing programs, including nonprofit facilities financing, our innovative energy program, and our financing of beginning farms and ranches.
- “Private Markets, Public Good”—a simple explanation of what we do and how we do it
- Brief overview of the creation of the Commission, referring to our 20-year history book
- Interviews with our Executive Director (our first and only director over the three decades) and Commission chair

The report was rolled out to about 500 attendees at the Commission’s annual Friend of Housing Awards luncheon, held in October 2013 at our statewide Housing Washington conference. It has since served as an effective “about us” piece at dozens of conferences and trainings, as well as when seeking new business. The colors and easy-to-read size capture attention, and even those who only flip through the book gain a basic understanding of our history, dynamic nature, and role in affordable housing.

We also capitalized on the design of the report to extend the brand to other purposes. The colors and graphic elements went into brand-new conference booth for the Commission (last updated at least ten

years ago), which also debuted at Housing Washington. They were also used in new website graphics. And the content was used in our fledgling social media to build our audience.

The Annual Reports

2013 Annual Report: www.wshfc.org/admin/2013annualreport.pdf

30-Year Statewide Impact: www.wshfc.org/admin/2013impactreport.pdf

The organization of the 30-year book also helped inform a new approach to the Commission's annual reports later in the year. Previously, the Commission had printed three different reports each year: an annual report on the year's specific accomplishments; a "visual overview" of state maps showing the Commission's cumulative production in each county; and a legislative report, also cumulative, with in-depth data on each one of the dozens of programs.

In 2013, producing and editing all the content in-house for the first time, we combined the three reports into just two: one for 2013 only, and one to show our cumulative impact. This allowed us to cut out a great deal of redundancy and greatly increase clarity.

We used the clear and simple categories of Home Loans, Multifamily Housing and Beyond Housing to delineate our work. The maps of the "visual overview," still extremely useful for our work with the Legislature and Congress, were cut from four to three: one each for the three categories. This replaced a system that could be confusing. Previously, for example, nonprofit multifamily housing and nonprofit facilities were shown on the same map and placed in the same data tables, because they are funded by the same type of bond. To show them in their proper contexts, we moved nonprofit housing to stand with the other multifamily housing units, and put nonprofit facilities in our new "Beyond Housing" category with the energy and beginning farmer programs.

The annual report itself begins with a bang, with two features on people who benefitted from innovative programs we wanted to highlight. In the following pages, which describe our core business, the content was shifted from previous text-heavy pages to shorter-form pieces with eye-catching headlines, color and photos. Knowing that readers would recognize the names of our partners and be interested in projects near them, we added specific examples of projects we had funded.

Again, we looked for ways to repurpose the report content so it wouldn't just exist inside the books. For example, the new, simpler maps were also expanded to poster size and used for our 30th anniversary reception in November, later to be hung in our offices.

Future Impact

Thanks to the process of organizing content from a fresh and reader-focused perspective, we can use our new reporting format in 2014 and beyond. As we continue to draw followers on social media and expand our outreach to new business partners, we no longer have to fear losing readers in the numbers.