

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

Visit ncsha.org/awards to view the Annual Awards Call for Entries.

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact awards@ncsha.org or 202-624-7710.

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

Entry Name: _____

HFA: _____

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

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

HFA: _____

Entry Name: _____

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

NCSHA 2016 ANNUAL AWARDS
CATEGORY: COMMUNICATIONS
SUBCATEGORY: ANNUAL REPORT
SUBMITTED FOR: ALASKA HOUSING FINANCE CORPORATION

Background

Alaska Housing Finance Corporation (AHFC) is responsible for providing energy and weatherization programs, low-income rental assistance in 17 communities, and programs for the homeless and those seeking to become self-sufficient. In addition to the direct services AHFC provides to Alaskans, the organization has contributed close to \$2 billion to Alaska's state budget revenues through cash transfers, capital projects and debt-service payments, since 1986.

AHFC's mission is to provide Alaskans access to safe, quality, affordable housing. Since 1986, this mission has expanded from providing affordable loans to public housing programs, energy efficiency and weatherization programs, senior housing programs, and professional development opportunities.

Situation

AHFC's single purpose is to help the people of Alaska and provide safe, quality, affordable housing to all Alaskans. While AHFC has made a significant positive impact on the lives of many as well as the state as a whole, the organization feels it is solely evaluated by its financial performance, instead of the huge impacts they have on people's lives.

In the fiscal year 2015, AHFC needed an annual report that would share their story and the stories of the Alaskans they serve, showing more than the hard numbers of their financial performance. Their annual report should also show the true humanity behind their work and accomplishments.

Solution

To effectively tell the story of who AHFC is and what they do, a concept was created that brought to life the essence of AHFC as a Navigator; they are an organization that exists to help Alaskans navigate the challenging, confusing and overwhelming nature of the housing and financial industries. The concept was executed through an innovative website format, the first digital annual report for the organization. The concept incorporated rich photography of Alaskans and landscapes that inspire a sense of direction, and were complemented by navigational themes throughout the report.

Another key element of the concept was showing the diversity throughout Alaska and intertwining real testimonial stories from interviews with people whose lives were improved by AHFC. The concept brought to life the guiding nature of AHFC and the positive influence of an organization that empowers Alaskans by giving them the resources to succeed. Also through the Navigator theme, a clear message of financial integrity and professional reports on the financial performance of the organization was maintained.

To launch the annual report website, postcards with the URL and an invite to read the report online were mailed to each Legislator and Governor Bill Walker during the beginning of the 2016 session. The site was also optimized for mobile, allowing busy legislators the flexibility to read the report when and where it was convenient for them.

The photography used for the annual report was already in AHFC's photo library, helping save budget and avoid an expensive photo shoot for the annual report. The design and layout of the annual report was 65% of the budget and the copywriting was 35%. The budget for AHFC's FY 2015 annual report was \$15,000.

Evaluation

The annual report came in on budget, saved trees by using the website format and not printing what would have been hundreds of copies of a 36-page document, and achieved the goal of showing how AHFC helps Alaskans navigate the complex process of buying a home while capturing the emotional connection to the lives that have been improved through their programs. The site achieved visits more than 7,000 percent over our goal with nearly 1,000 visits in less than four months – huge numbers for an annual report. The site's accessibility and intriguing content woven through a compelling concept proved to be a successful endeavor.

Available units statewide

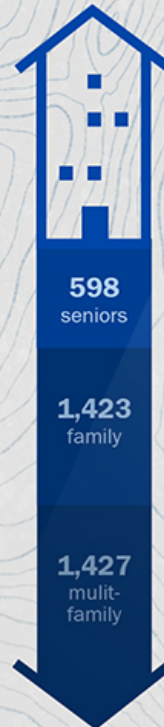
1,608

Access to affordable public housing is still a major issue statewide in rural and urban areas. By opening and closing waiting lists during the fiscal year, AHFC was able to work more efficiently, bringing down the total number of households in line for a unit from 5,584 in FY14 to 3,448 in FY15.

AHFC Public Housing as of June 30, 2015

Locations

Anchorage, Bethel, Cordova, Fairbanks, Juneau, Ketchikan, Kodiak, Mat-Su, Nome, Seward, Sitka, Valdez and Wrangell



Affordable Housing Remains Scarce Statewide

Access to affordable public housing is still a major issue statewide in rural and urban areas. By opening and closing waiting lists during the fiscal year, AHFC was able to work more efficiently, bringing down the total number of households in line for a unit from 5,554 in FY14 to 3,448 in FY15.

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Available units statewide

1,608



598

senior

1,423

family

1,427



Choose Your Course



Map Key

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- Start of New Section
- Important Information
- Back to Homepage





Finance

Other Highlights

Choose your course.

WELCOME

MORTGAGE

PUBLIC HOUSING

GRANTS

ENERGY

FINANCE

OTHER HIGHLIGHTS

End of Section

Start of New Section

Important Information

Map Key



DOROTHY WALUNGA



DOROTHY WALUNGA

"I knew education would be my biggest advantage if I wanted to better myself and my family in the long run."

Helping Alaskans Become Self-Sufficient

After learning about AHFC's Family Self-Sufficiency program, Dorothy Walunga knew this was her opportunity to get her life on track. She applied to the program and was connected with an AHFC coach.



Welcome

Mortgage

Public Housing

Grants

Energy

Finance

Other Highlights

AFFORDABLE
HOUSING

SUCCESS
STORY

PUBLIC HOUSING

POSITIVE
IMPACTS

HOUSING
ALASKANS

RIDGELINE
TERRACE

VOUCHER
PROGRAM

JUMPSTART

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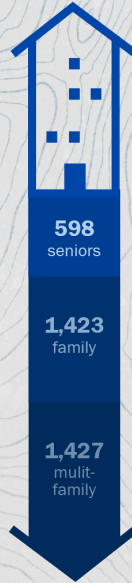
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3,448

Waitlist



Supply Falls Short of Voucher Program Demand

The Housing Choice Voucher Program is crucial for thousands of people seeking safe and decent housing. It also generates more than \$30 million per year for private landlords. Just like in public housing, demand for an affordable place to live surpasses supply. The 4,431 available vouchers in FY15 left close to 1,400 on waiting lists.

Housing Choice Vouchers as of June 30, 2015

Locations

Anchorage, Fairbanks, Homer, Juneau, Ketchikan, Kodiak, Mat-Su, North Slope, Petersburg, Sitka, Soldotna, Valdez and

Available vouchers statewide

4,431



trusted resource for safely moving into a place of their own,
whatever they dream.



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End of Section



Start of New Section



Important Information



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"I knew education would be my biggest advantage if I wanted to better myself and my family in the long run."

Helping Alaskans Become Self-Sufficient

After learning about AHFC's Family Self-Sufficiency program, Dorothy Walunga knew this was her opportunity to get her life on track. She applied to the program and was connected with an AHFC coach.

"I knew education would be my biggest advantage if I wanted to better myself and my family in the long run. The program put me on the right path to reaching my educational goals and becoming the person I wanted to be for myself and my children."

Through the ESS program, Dorothy received valuable guidance from her coach and