

NCSHA 2008 HFA ANNUAL AWARDS

Alabama Housing Finance Authority AHFA 2007 Annual Report: *We'll take you there.*

What?

The AHFA 2007 Annual Report is our banner publication used to present the past year's program highlights and financial data to more than 500 stakeholders. This year's report, *We'll take you there*, illustrates the idea that all roads lead to home with the "highways and byways" theme. The year 2007 was extraordinary for AHFA with record-breaking production figures and deserved an extraordinary report as a reflection of our success.

How?

AHFA took a new approach with regards to the feature articles depicted in this year's report. Instead of using only program beneficiaries, we interview a multifamily management team that guided its residents through the rehabilitation project of the property and also a development company of a multifamily project that was still being constructed at time of publication.

We continued our standard family features with several programs, even featuring multiple families and residents that had benefited from specific AHFA programs. Additionally, the families and photos published in our report are real Alabama citizens, which AHFA has helped find a place to call home.

Snapshots of Alabama roads, cityscapes and landmarks are intertwined with the photos of Alabama families that found their way home through an AHFA-sponsored program in 2007. Continuing the "highways and byways" theme, the travelscape photos complement the area of the state in which the family lives or the project is located.

Moreover, AHFA's two-person Communications staff wrote and designed the entire publication in-house – even handling a portion of the photography tasks.

Why?

The foremost purpose of our annual report is to distribute annual financial statements while serving as a reminder of AHFA's important role in affordable housing.

In addition to the initial distribution to stakeholders, AHFA continually uses this publication throughout the year at housing fairs, conventions, legislative visits and for various marketing purposes.

Who?

Each year, the Alabama Housing Finance Authority presents a full year of activities including financial data with its annual report to approximately 500 stakeholders including legislators, investors, business partners and more. A pdf version is also available on our website for the public to download.