

Alabama Housing Finance Authority 2010 Annual Report: *Putting Down Roots*

Alabama Housing Finance Authority's annual report is our foremost publication used to present the past year's program highlights and financial data to stakeholders as well as the citizens of our state. *Putting Down Roots*, personifies AHFA's mission of helping Alabamians find not only affordable housing, but also a place to call home.

CONCEPT

This year's report, *Putting Down Roots*, intertwines nature with pictorial features of AHFA homeowners and multifamily residents. Also, program descriptions and production figures are included.

A special facet in the 2010 report is that AHFA staff joined with Habitat for Humanity to celebrate its 1500th home built in Alabama. Employees volunteered their time and labored alongside the proud new homeowner.

RESOURCES

AHFA's pragmatic use of fiscal resources exemplifies how AHFA works to ensure its programs benefit the greatest number of Alabamians. Likewise, the annual report is produced at minimal costs without sacrificing quality. The publication is designed and written in-house by our two-person communications department with nominal expenses for printing, photography and mailing.

The benefits far outweigh the costs as AHFA continually utilizes the publication throughout the year at housing fairs, conventions, legislative visits and for various marketing and investor relations' purposes. A pdf version is also available on our website for download.

ENVIRONMENTAL

AHFA also considered the environmental impact while producing the 2010 annual report. We used FSC certified paper, meaning the wood used to make the paper was harvested with the utmost care and concern for the forest and its surrounding ecosystem. The financial statements are produced on compact discs in order to waste less paper, minimize costs and easier circulation.

PURPOSE

The main purpose of producing an annual report is to distribute the past year's financial statements while serving as a reminder of AHFA's critical role as the state's affordable housing resource.

AUDIENCE

The initial distribution reaches approximately 500 stakeholders including legislators, investors, business partners and more. Again, the publication is available as a pdf download on the website for the general public and additional copies are dispersed as needed.