



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

CHFA 2016 Community Report: Envision. Inspire. Elevate.

Category: Communications

Subcategory: Annual Report

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

CHFA's 2016 Community Report showcases a new mission and vision, new benchmarks, and new strategies.

HFA: Colorado Housing and Finance Authority

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Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

- My HFA is mailing a check to NCSHA.
- My HFA is emailing the credit card authorization form to awards@ncsha.org.

Summary

CHFA had an exciting story to tell in 2016. We adopted a new mission and vision, broke records by serving more customers than ever before, and unveiled new strategies to achieve business objectives. Our 2016 Community Report theme, “Envision. Inspire. Elevate.” spoke to how CHFA was taking things to the next level and reaching further to make Colorado stronger. The theme framed our story, and the story shared our successes.

Objectives

Design:

We wanted to scale down the size of our Community Report to a smaller, more manageable publication. To do this, we chose an 8”x 8”, square booklet. This resulted in a handy, approachable resource.

Content:

New mission and vision

As 2016 was the first year of our newly adopted mission and vision statements, it was important for us to convey them clearly in the onset of the report, and maintain their themes and essence throughout. The report opens up with our new mission and vision statement in large font, accompanied with photos to help tell our story. The letter from our Executive Director and CEO details the new mission and vision. From there, the “housing stability” and “economic prosperity” themes of our vision headlined our homeownership, rental housing, and business finance sections.

Community Engagement framework

One of our goals for the 2016 report was to effectively roll out CHFA’s Community Engagement framework to the public. This framework consists of four strategic concepts that tie the complex work of our mission together and help us think and act more holistically as an organization.

The four strategies of the framework are community outreach, capacity building, corporate giving, and access to capital. We unveiled this framework by demonstrating how it was applied throughout CHFA in 2016, via a two-page spread in each line of business section.

Customer focus:

The most effective way to showcase our work is through the stories of our customers. Each

section of our report features stories, quotes, and photos of multiple customers. These features bring our readers to the heart of CHFA’s mission and the work we do statewide.

Developments supported list

For the past several years, CHFA has included a list of affordable rental housing properties that were supported with Low Income Housing Tax Credits during the year. This year, in our efforts to size down our publication, and because we had an especially long list of developments, we reduced the amount of detail provided about each development. This resulted in an easy-to-reference, alphabetical index of the year’s LIHTC awardees. This feature of the report is especially helpful in advocating the LIHTC program to local, county, and regional elected officials, community leaders, and others. It also helps to show the breadth of affordable rental housing the LIHTC program supports across the state in terms of housing type and location.

Results

The efforts behind creating the 2016 Community Report resulted in a useful tool for staff, Board members, partners, customers, and other advocates to learn about and tell the CHFA story. We hand-delivered the publication to our 150+ staff members the same day they arrived in print.

All of our partners and customers who were highlighted in the report, as well as each Board member, and each HFA in the nation received a print copy along with a thank you letter from our Executive Director and CEO. The report has been promoted online, in newsletters, and on social media with a link to the online edition. Print copies have and will continue to be distributed at events throughout the year.

Visual Aid

Please visit <http://online.flipbuilder.com/okgc/krhr/mobile/index.html> to view the online flipbook of the CHFA 2016 Community Report. Hardcopies have also been mailed.