

# NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

**Deadline: Wednesday, June 15, 2016**

Visit [ncsha.org/awards](http://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](mailto:awards@ncsha.org) or 202-624-7710.

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

**Entry Name:** "Changing Landscapes" CHFA 2015 Community Report

**HFA:** Colorado Housing and Finance Authority

**Submission Contact:** (Must be HFA Staff Member) Megan Herrera **Email:** mherrera@chfainfo.com

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

Telling the story of a benchmark year, with a special focus on partnerships.

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

**HFA:** Colorado Housing and Finance Authority

**Entry Name:** 2015 Community Report: Changing Landscapes

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

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

## Summary

2015 was an unforgettable year in Colorado. Everywhere you turned, communities were growing and transforming. Meanwhile at Colorado Housing and Finance Authority (CHFA), these changes coincided with many of our organization's achievements throughout the year. As home prices skyrocketed, CHFA launched a down payment grant. As affordable rental housing stock became increasingly scarce, CHFA doubled the number of units supported. As the state's economy grew, CHFA supported hundreds of small businesses with access to capital. With these reflections in mind, we chose "Changing Landscapes" as the theme of our 2015 Community Report.

## Objectives

### Partners

Highlighting collaboration was a central objective of the 2015 report. We normally focus most of our community report profiles on our customers, rather than both customers and partners as we did this year. We chose this element because with all of the changes occurring, we are working with our partners more than ever to meet our mission. In fact, we cannot achieve our mission without them.

We thought about the many partnerships we have statewide and chose four to feature in our home finance, rental housing, business lending, and community engagement sections. We chose our partners based on diverse areas of the state, level of engagement, and other factors. We then interviewed each partner, asking them about change in their industry and how our partnership has helped address those related shifts.

In addition, programs that are made possible only with our strong partnerships such as the State LIHTC program and Colorado Fresh Food Financing Fund were prominently featured. Those programs heavily influenced how we met our mission in 2015.

### Customers

To most effectively communicate our achievements and mission, we consistently rely on the feedback of our customers. Changing their lives and futures is the heart of our work. Their stories affirm our purpose. This approach is a mainstay of all of our communications, and aligning this with the community report was an important objective. Each line of business spread in the report begins and ends with a related customer. Large photos and quotes of each customer help readers feel connected to the customer and CHFA's mission.

## **Statistics**

Including relevant statistics about the market changes associated with each line of CHFA's business was another key objective. These statistics, featured on each partner highlight page, not only added additional perspective, but helped reinforce the report's "Changing Landscapes" theme. They also helped convey to the public how closely CHFA's work is in tune with the markets.

## **New mission and vision**

2015 wrapped up with CHFA implementing a new mission and vision. We thought outlining this new guide to our work would be an exciting way to conclude the report and essentially preview 2016. The last page of the report titled, "On the Horizon," unveiled the new mission and vision, the aspirations behind them, and the ambition CHFA possesses to represent them during the next five years and beyond.

## **Q1 Deadline**

As the community report is published each year to inform of the previous year, it was very important to us to have it completed within the first quarter of 2016 while the achievements were still fresh. To achieve this deadline, we began working on the project during the summer of 2015. Our strict, detailed publication schedule helped keep us organized and on deadline.

## **Results**

All of the project planning and implementation by our designers, copywriters, copyeditors, and others resulted in a compelling 2015 Community Report. We achieved our objectives and received immediate praise. We hand-delivered the publication to our 150+ staff members the same day they arrived in print. Many began reading the report on the spot and complimented the piece. One staff member said, "It gets better every year!" We even engaged our staff further by inviting them to take a "true/false" pop quiz on facts from the report. The majority of staff participated and answered the questions correctly.

All of our partners and customers who were highlighted in the report received a print copy along with a thank you letter from our Executive Director and CEO. Each HFA in the nation also received a print copy. 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/xqpl/#p=52> to view the online flipbook of the CHFA 2015 Community Report. Hardcopies have also been mailed.

