

2006-2007 Annual Report – The Road to Quality Lending

CalHFA's Annual Report for Fiscal Year 2006-2007 welcomes the reader with colorful non-traditional graphics on the front cover. Mixed with statistics and accomplishments it accentuates the message that the California Housing Finance Agency is moving ahead on *The Road to Quality Lending*.

We combined two concepts to create the theme of this Annual Report. First, the process of making a loan is an involved process for all parties, full of possible detours and hazards along the way. Hence, the road metaphor. Secondly, our idea of Quality is that we can be trusted by our customers and business partners, in contrast with some of the less-straightforward practices foisted on borrowers in the non-traditional lending boom.

Using illustrations, inviting photographs and descriptive language, CalHFA told the story of a year of challenges and solutions. This annual report was much more to us than simply a statutory requirement. It served as a communication and outreach tool to educate and illustrate how our agency creates affordable housing opportunities to thousands of families every year and showed the Agency as organized, dynamic and flexible.

CalHFA's annual report tells our story of accomplishments and future objectives. The reader first meets our Executive Director and Board members, emphasizing how CalHFA is an organization of individuals, rather than a bureaucratic government agency. All divisions present comprehensive summaries of the past year, with simple supporting graphs and charts that continue the theme. Wrapping things up is another emphasis on people as we list every employee's name on the back cover.

"*The Road to Quality Lending*" was distributed to 3,000 individuals throughout 2007-2008 at outreach events, as well as to stakeholders and legislative leaders during face-to-face meetings; a copy of the Annual Report is also on our web site. The report served its purpose well; it stimulated interest in our Agency, instigated positive feedback, and instilled confidence in our programs while illustrating, in a broader way, the positive effect our programs have on the lives of Californians.

Additionally, this year CalHFA's Annual Report won the 2007 Summit Creative Awards. Whether a reader was an elected official, a business partner, or simply an interested constituent, this annual report demonstrated CalHFA's commitment to California's housing needs at every turn and for the long haul.