

## 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:** Vision, Mission, Impact

**HFA:** Idaho Housing and Finance Association

**Submission Contact:** (Must be HFA Staff Member) Katrina Thompson      **Email:** katrinat@ihfa.org

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

Communications: Annual Report - "Vision, Mission, Impact"

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

**HFA:** Idaho Housing and Finance Association

**Entry Name:** Vision, Mission, Impact

**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 checked="" type="radio"/> Yes <input type="radio"/> No

## **OVERVIEW**

Idaho Housing and Finance Association’s (IHFA) mission is to improve lives and strengthen Idaho communities by expanding housing opportunities, building self-sufficiency, and fostering economic development. As we work to serve the people of Idaho, we were inspired to show the impact of this mission by providing a concise; birds-eye view of the vast reach that IHFA has throughout its communities and the depth of its impressive achievements.

## **VISUAL IMPACT**

The “Vision Mission Impact” Community Report for 2015 was conceived as an infographic to tell the story of the impact IHFA’s programs make in Idaho communities through the use of graphical data. The challenge was to select the most important data from the company’s ten major departments to tell a comprehensive story that was meaningful as well as graphically appealing and engaging. To best demonstrate the breadth of what we do, an accordion format was chosen for our infographic report to help maximize our space, with separately printed front and back covers glued to each end of the fold.

One side of the Community Report tells the story of IHFA’s programs through the use of numbers and dollar amounts to demonstrate not only the financial impact of our programs but the personal reach these programs have in communities. The second side tells the human-interest stories of the people whose lives have been impacted by Idaho Housing’s programs by showing some of the people and organizations that partner with Idaho Housing and sharing a quote from a few of them helped by one of our many programs and services.

This innovative style reflects a fresh approach using a social-media feel in step with the increasing appreciation to provide people a breadth of information about our organization that can easily be understood at-a-glance. We wanted to leave the reader with a new perspective of the magnitude Idaho Housing and Finance Association’s programs have in Idaho.

When viewed in digital format, any of the pieces of information can be easily copied and dropped into social media, reports or other documents used for client, partner, or legislative meetings.

## **AN EFFECTIVE WAY TO REACH OUR STAKEHOLDERS IN PRINT AND ONLINE**

The print edition of our “Vision Mission Impact Community” Community Report was distributed to more than 2,500 stakeholders — from our Congressional delegation, state legislators, and local elected officials to our housing industry partners, media, and the community at large. The report is also posted on our website, where it has been viewed by hundreds. We also published a digital version of the report online using a tool that turns the report into a virtual book, complete with animated page turns, that is optimized for all portable devices. Throughout the year, we leverage our social media presence on Facebook and Twitter and our print publications to promote individual parts of the report to reach thousands of followers. By doing so, the annual report has become an effective tool to continue to tell our story year-round. For some, our community report is the first chance they have to get to know our organization and some of the people we help every day. For others — even those in the organization — it’s an opportunity to take a look at the depth and breadth of what IHFA does and share that message with our partners.



## Idaho Housing and Finance Association

"Vision Mission Impact"

Communications: Annual Report

Contact: Katrina Thompson, Marketing and Communications Manager  
[katrinat@ihfa.org](mailto:katrinat@ihfa.org), 208.331.4738

We're very proud of our work and the fact that we have already received award recognition for this publication both locally and nationally and now invite you to take a look. Thank you for your consideration.

Video demonstration of the print version of the report: <https://youtu.be/eIUQHsKOIyM>

Online square format: [http://issuu.com/idahohousing/docs/community\\_report - september 2015](http://issuu.com/idahohousing/docs/community_report_-_september_2015)

