

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

Visit 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 or 202-624-7710.

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

Entry Name: _____

HFA: _____

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

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

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

HFA: _____

Entry Name: _____

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

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

Overview

As the market continued its rebound in 2015, the Illinois Housing Development Authority (IHDA) welcomed homebuyers, homeowners and renters across the state into new homes in record setting numbers. Given this strong performance, we decided to deliver our results in an innovative digital format to not only show highlights from the past year, but to also make them truly come to life.

Reaching Our Audiences

The shift to an all-digital Annual Report proved to be huge in expanding our reach. In previous years, we printed 1,500 reports and mailed these hard copies to key legislators and partners. By moving to a digital report we were able to simply email our URL to a collaboration of over 8,000 community partners, elected officials, government agencies, non-profits, developers, investors and many others. This new format also lends itself to social media channels like Facebook and Twitter in a tremendously effective manner. This innovation allowed us to truly demonstrate how and why our programs have impact and prove that IHDA is the authority on affordable housing in Illinois.

In addition, we tied the timing of the Annual Report to the relaunch of our website IHDA.org. Doing this allowed us to cross-promote both efforts for a bigger return. The FY2015 Annual Report is highlighted from our prominent [Spotlight](#) area on the homepage and our [Newsroom section](#) on IHDA.org. The synergy created with the Annual Report and IHDA.org helps us better reflect the great work that IHDA does on a daily basis, helps us attract a wider audience and helps the information to be more easily understood.

Lastly, we created a one-page printed piece, “FY2015 Snapshot” to have for in-person meetings. It provides a quick read of who we are, our programmatic highlights, our state and federal resources and drives people to the Annual Report website to learn more. This snapshot is an extremely helpful tool to promote the site to new partners, legislators and customers.

Economic Impact

Our programs allow families to buy and maintain affordable homes and our investments result in quality developments that bring jobs and dollars into the state’s economy. In FY2015 IHDA invested \$2.1 billion in 16,321 units of affordable housing, generating \$815.9 million for Illinois’ economy, creating 12,300 jobs and helping families find quality, affordable homes throughout the state. Our homeownership program alone had an enormous impact in FY2015 as it was the most productive year in Housing Finance Agency history. Through IHDA’s network of 180 participating lenders, \$1.5 billion in loans were made to 12,200 families, generating 6,100 jobs and infusing \$297.6 million into Illinois’ economy.

Our economic impact was unquestionable. On a printed page, numbers can often be skimmed over or missed. We wanted our results to leave an impression and resonate with our audience. Through our innovative and replicable use of our own photography, video and iconography, the digital-report allowed us to drive these strong results home.

Making Results Come to Life

We created an introductory video that greets visitors with a colorful montage of people whom we feature with real stories in the report. Like putting a face to a name, the video provides an engaging welcome and gives you a preview of real people that we help each day with the power of our programs. Like the title of our report “Welcome Home,” the video provides the user the feeling of entering a home, peaks their curiosity and invites them to read on.

Through the use of our own photography and iconography, our strong record-breaking results engage the user and are delivered with impact. While many other reports utilize stock photography, all of the photos in our Annual Report feature people we helped and properties we financed. The vivid photography make the real stories stand out. Through our innovative iconography, visitors are able to see our impact from our Homeownership, Rental Housing and Community Stabilization programs in a quick and inviting read. All of our stories are set up in an easy to understand format of challenge, solution, and results. For example, our record-breaking homeownership results read as follows:

- Challenges
 - Biggest obstacle - 13% cite lack of down payment
 - Since 2008 - 8X more difficult to secure a loan
 - First-time homebuyers - 45% decrease from peak in 2009
- IHDA's Solution
 - IHDA introduces programs to help interested and qualified homebuyers in the marketplace, including Welcome Home Illinois focusing on first-time homebuyers.
- The Results
 - \$1.5 billion - Home loans made
 - \$91.5 million - Down payment assistance
 - #1 Highest ever production for a Housing Finance Authority

The numbers alone are impressive. When captured in our eye-catching and replicable infographic treatment, the results are more impactful and in a quick-read, they tell the visitor the story (see below):



I H D A ' S S O L U T I O N

IHDA introduces programs to help interested and qualified homebuyers enter the marketplace,
including Welcome Home Illinois focusing on first-time buyers.

T H E R E S U L T S



Moving from a print format allowed us the freedom to purge tired concepts we had used in past reports. For example, we intentionally eliminated things like introductory letters from the Governor and IHDA Chairman, complex data tables and cumbersome financial tables that encapsulated an excessive amount of data in one chart.

Although the tables contained very useful and meaningful information, often times they looked like “page filler” to readers. Through the use of the digital medium, we were able to pivot and reshape these reports and present them in the Annual Report’s most innovative and replicable tool, the “[IHDA FY15 Homeownership and Rental Investment](#)” map. This interactive map shows IHDA’s impact in any given county throughout the state. With a simple mouse-over a particular county, you see results instantly. It is the perfect tool for our legislative liaisons, lobbyists, elected officials and local governments to quickly see the impact IHDA has provided in their respective counties.

Cost Savings

IHDA’s 2015 Annual Report, Welcome Home, is designed to be read by a wider audience, to be more reflective of the great work that IHDA does on a daily basis and to be easily understood. Delivering this Annual Report in an all-digital format allows us to not only reach our audience in a dynamic and memorable manner, but it provides a replicable cost savings as well. We intentionally designed a template that we can use in future years. As a result, the cost to produce future reports will be reduced by 50 percent. Additionally, in our eco-friendly and technology driven society, the decision to not print and distribute electronically was an overwhelmingly easy decision. Doing so allowed us to get the Annual Report to our readers with immediacy and ultimately save on costs. Since the site we created provides us a working template to utilize for future reports, impactful items like our “[IHDA FY15 Homeownership and Rental Investment](#)” map can be easily updated and serve their extremely useful purposes for the FY2016 report, for which we are already in development.

Response and Conclusion

The response to the report has been overwhelmingly positive. The report features impactful design, simplified navigation and a clean layout of interactive content to make information about our results more accessible to current and future partners. Our Board Members, developers, and lending partners have commended us on our efficiency and transparency.

The FY2015 Annual Report provides a valuable snapshot of the impact of IHDA’s work by using photography, iconography and interactivity to highlight key examples of how our programs affect real families and communities throughout the state. This all-digital format allowed us to effectively communicate our mission and amazing achievements for the year. It is a true visual representation of the power of affordable housing in Illinois.

VISUAL AIDS

1. FY2015 IHDA Annual Report (Please Visit: <http://www.ihdafy15.com/>)
2. FY2015 IHDA Snapshot
3. [IHDA FY15 Homeownership and Rental Investment](#) Map (Screenshot Included)



FY2015 SNAPSHOT

This year, IHDA unveiled its first all-digital annual report. FY2015 and historical production numbers by county are available in the full report online at: www.IHDAFY15.com

FY2015 HIGHLIGHTS

IHDA INVESTED **\$2.1 BILLION** IN **16,321 UNITS** of affordable housing in FY2015, generating **\$815.9 MILLION** for Illinois' economy, creating **12,300 JOBS** and helping families find quality, affordable homes throughout the state.

FY2015 was **IHDA'S BIGGEST YEAR IN OVER 30 YEARS OF MORTGAGE** lending and the most productive year in HFA history.

HOMEOWNERSHIP

Through IHDA's network of 180 participating lenders, **\$1.5 BILLION IN LOANS** were made to **12,200 FAMILIES**, generating 6,100 jobs and infusing **\$297.6 MILLION** into Illinois' economy.

RENTAL HOUSING

IHDA INVESTED **\$630.4 MILLION** and **LEVERAGED \$215.9 MILLION** to build **1,100 NEW RENTAL UNITS** in **21 DEVELOPMENTS** while preserving **3,000 UNITS** in **26 DEVELOPMENTS**.

COMMUNITY STABILIZATION

IHDA provided funds for the **MAINTENANCE, DEMOLITION** and **REUSE** of **2,300 PROPERTIES** for community revitalization efforts.

IHDA successfully maintained strong ratings with issuer **CREDIT RATINGS OF A1, AA- AND AA-** from Moody's Investors Service, Standard & Poor's, and Fitch Ratings, respectively. In addition, S&P and Moody's affirmed their ratings on IHDA's Homeownership Revenue Bonds Indenture and the Multifamily Housing Bonds Indenture. **IHDA ISSUED \$16.9 MILLION IN SINGLE FAMILY TAX-EXEMPT BONDS** to finance our **FIRST-TIME HOMEBUYER LOAN PROGRAM**.

About IHDA

The Illinois Housing Development Authority's mission is to finance the creation and preservation of affordable housing in Illinois.

IHDA was created by the state legislature in 1967 as a self-supporting agency to finance affordable housing across Illinois. IHDA does not use taxpayer dollars to sustain its operations, although it does administer publicly funded programs on behalf of the state.

IHDA accomplishes its mission through a number of federal and state funding sources. IHDA is also a bonding authority and independently sells bonds, based on its own good credit, to finance affordable housing in Illinois.

Since its creation in 1967, IHDA has allocated \$14.6 billion and financed approximately 245,000 affordable housing units for residents of Illinois.



STATE AND FEDERAL RESOURCES

State and federal resources allocated by IHDA help finance quality affordable housing and prevent home foreclosures across Illinois.

OUR RESOURCES INCLUDE:

State/County

- Abandoned Properties Program
- Affordable Housing Tax Credits
- Affordable Housing Trust Fund
- Capital Program
- Cook County Mortgage Foreclosure Mediation Program
- Foreclosure Prevention Program
- Rental Housing Support Program

Federal

- Hardest Hit Funds
- HOME Investment Partnerships Program
- Low-Income Housing Tax Credits
- Mortgage Credit Certificates
- Mortgage Revenue Bonds/MBS
- National Foreclosure Mitigation Counseling
- Neighborhood Stabilization Program
- Section 811 Rental Assistance Program



IHDA FY15 HOMEOWNERSHIP AND RENTAL INVESTMENT MAP

