

**HFA: Idaho Housing and Finance Association**  
Entry Name: **IHFA Home Partnership Foundation video**

**Communications entry category:** Creative Media

**About IHFA's Home Partnership Foundation Video:**

Idaho Housing and Finance Association's mission is to improve lives and strengthen Idaho communities by expanding housing opportunities, building self sufficiency, and fostering economic development. In 2005 IHFA formed the Home Partnership Foundation to help people build a strong foundation for their lives through stable, safe, and affordable housing by encouraging tax-deductible charitable gifts from private citizens, local governments, foundations, and employers.

The Foundation had two needs that had to be addressed creatively:

- to increase awareness of the benefits it provides to people across Idaho, and
- to have a powerful and professional tool for presentations to illustrate the organization's work as we held meetings with potential donors.

We chose video because the combination of personal stories, with images of real locations, data, and sound would create the most impact and hold the attention of the target audience the best.

Once the video format was selected, we chose to communicate not only the needs of the Foundation and how it benefits the community and the organizations that partner with us, but also we wanted to communicate our success stories and give potential donors information about the life-changing impacts the Foundation is making.

To produce a video, IHFA contacted some of the people who received funding through the Foundation's programs. We visited their homes, places of work, or in some cases, the homeless shelters where they had once lived, to complete on-camera interviews discussing how the Home Partnership Foundation changed their lives. The willingness of these participants to share their stories resulted in powerful interviews that put a face to the importance of the programs the Foundation provides, and made tangible to potential donors just how their donation could impact someone's life. Because these interviews were captured on film, they impact viewers in a way that is difficult to attain through any other medium.

These interviews are woven together with a series of local headlines showing the need for homelessness prevention funding, statistics on the number of homeless in Idaho, as well as information on the many programs the Foundation offers and how this nonprofit is organized. IHFA staff worked closely with the production company on the script to ensure that the organization's key messages were illustrated. The result is an emotional, yet informative tone, well-suited to both raising awareness and fundraising efforts for the foundation.

By pooling resources and footage we were able to produce three different videos with three different goals:

- Home Partnership Foundation Overview (11' 13"),
- Homelessness prevention (4'10" ), and
- Home Ownership (4'25" )

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All three videos are part of a comprehensive plan, utilizing the same resources and materials to highlight different priorities.

The first one explains the story and goals of the Home Partnership Foundation and how it works with statewide housing nonprofit partners to prevent homelessness, support emergency shelters and transitional housing, encourage self-sufficiency, and make workforce housing attainable, with a special section including client testimonials to explain each.

The other two videos focus on homeless prevention and home ownership respectively. The goal was to use them with targeted audiences based on their interests and donation story.

The Homelessness Prevention video highlights the importance of preventing homelessness through the stories of clients whose lives have been improved by the support they received to stabilize their housing.

Finally, the Home Ownership video features the role of case managers, financial education, and asset building which helps low-income clients achieve homeownership, self-sufficiency and independence from subsidies.

**Target Audience:** The video is available on the Home Partnership Foundation's website, Facebook page, and YouTube. They are also shared at individual and group meetings with potential donors, and to community organizations and tradeshow where there is a broader public audience.

Response: Donors have told us they watched our videos online before we formally could introduce the Foundation and they were impressed with the impacts we can make on people's lives.

The Home Partnership Foundation's videos have also received two awards: nationally, an award of distinction from The Communicators and, statewide, a merit award from Capital City Communicators.

To watch the three videos, please visit:

<http://www.homepartnershipfoundation.org/view-videos.aspx>