

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

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 Matt Cunningham at mcunningham@ncsha.org or 202-624-5424.

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

Entry Name: Our Story Unfolds

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 - "Our Story Unfolds"

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

HFA: Idaho Housing and Finance Association

Entry Name: Our Story Unfolds

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

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, it is best to see how IHFA’s accomplishments unfold through the personal stories of those we helped this past year. Their personal experiences reflect the positive impact IHFA’s work had on people, organizations, and communities throughout our vast and diverse state. None of these accomplishments would be possible without the support of hundreds of partners. We have highlighted their efforts in each of the personal stories.

UNFOLDING OUR STORIES

Knowing that the people we serve are the *why* behind the *what* we do, IHFA’s communications team collaborated with other departments to find the most compelling stories from among thousands of people we serve. Readers of this year’s report, titled *Our Story Unfolds*, will discover our achievements through the creative ways we unfold the stories of the following:

- An eastern Idaho family negatively affected by the burst of the housing industry bubble who were able to turn things around with the help of an Idaho Housing counselor.
- A northern Idaho service provider who was able to help numerous homeless individuals with assistance from our annual Avenues for Hope fundraising campaign.
- A southwestern Idaho family who achieved the dream of buying their “forever home,” with the assistance of an Idaho Housing lending partner and down payment assistance program.
- A unique partnership with IHFA, Idaho Transportation Department, and CitiGroup that built the states infrastructure through a well-financed bond program, saving the state more than \$141 million.
- A recreational business that was able to expand from a family business run from their garage to an employer of more than 30 in a new 23,000 square-foot facility by taking advantage of Idaho Housings’ small-business loan program.
- A year in review, which highlights our achievements towards our mission strictly by the numbers for those who prefer a quick financial snapshot.

AN EFFECTIVE WAY TO REACH OUR STAKEHOLDERS IN PRINT AND ONLINE

The print edition of *Our Story Unfolds* was distributed to more than 1,300 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 published the report using a tool that turns it into a virtual book, complete with animated page turns, that is optimized for tablet computers. Throughout the year, we capitalize on social media platforms such as 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 way to tell our story year-round. For some, our community report is the first chance they have to get to know 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.

SHORT STORIES GO A LONG WAY

The concept for *Our Story Unfolds* and all of the writing and research was done in-house. Layout and printing were our organization’s only hard costs. That relatively small investment far outweighs the cost and is easily replicable by any HFA. The community report is used throughout the year as a tool to help IHFA communicate its mission to elected officials, business leaders, and potential partners. Real-world anecdotes help us paint a better picture of what we do and the role we play in helping people and establishing vibrant communities around Idaho.

VISUALLY INNOVATIVE

The report’s design and layout help reinforce the compelling storytelling and create a cohesive theme. The unique way we designed the report was so readers could “unfold” to whichever section they are most interested in and easily see our achievements. We use easy-to-read infographics and bold typography throughout to engage readers and help them understand the diversity and depth of the investments IHFA and our partners make in the state. We further personalized the report by photographing the main subjects of the stories where they live and work. The themes, compelling photos, and strong narratives prompted plenty of positive feedback from stakeholders as well as awards from the Idaho Press Club, APEX®, and the International Academy of the Visual Arts’ Communicator Awards.

We’re very proud of our work and invite you to take a look. Thank you for your consideration. Because of the unique design of the *Our Story Unfolds* annual report, we are mailing 10 copies for the judges’ review.