

2014 Entry Form
(Complete one for each entry.)

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

Entry Name _____

HFA _____

Submission Contact _____

Phone _____ **Email** _____

Qualified Entries must be received by **Tuesday, July 1, 2014.**

For more information about Qualified Entries, [click here to access the 2014 Entry Rules.](#)

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

HFA _____

Entry Name _____

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO

Every year, Idaho Housing and Finance Association has the unique privilege of sharing in the achievements of thousands of our Idaho neighbors. The list of success stories is as long as it is diverse — from helping young families get the keys to their first home to giving businesses the lift they need to hire more employees. We’re proud that our contributions help strengthen communities, build self-sufficiency, and foster economic development. But we know that none of it would be possible without the support of hundreds of loyal partners throughout our unique and far-flung state. With that in mind, we shifted the focus of our 2013 annual report to spotlight some of the partner organizations that help our neighbors and their families improve their lives.

SHARED SUCCESS

Regardless of the organization, the people we serve are the *why* behind the *what* we do. Idaho Housing’s communications team collaborated with our partners throughout the state to find the most compelling stories from among the diverse people and interests we help serve. In this year’s report, titled *The Definition of Success*, readers meet:

- A developer and a real estate consultant who teamed up with Idaho Housing to help a southern Idaho family achieve homeownership through the Neighborhood Stabilization Program.
- A northern Idaho business owner who tapped into Idaho Housing’s Collateral Support Program to expand its facilities and create jobs.
- A network of homeless service providers who were able to continue their good work during a time when other funding sources had all but dried up thanks to financial support from the Home Partnership Foundation, a separate nonprofit created by Idaho Housing.
- A single mom from southern Idaho who received help from Idaho Housing and one of our lending partners to save her home after suffering a job loss.

AN EFFECTIVE WAY TO REACH OUR STAKEHOLDERS IN PRINT AND ONLINE

The print edition of *The Definition of Success* was distributed to more than 1,300 stakeholders — from our Congressional delegation, state legislators, and local elected officials to our partners, media, and the community at large. The report is also posted on our website, where it has been viewed more than 700 times. 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 hundreds 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 Idaho Housing does for the state.

SHORT STORIES GO A LONG WAY

The concept for *The Definition of Success* 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 Idaho Housing 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. We use easy-to-read infographics and bold typography throughout to engage readers and help them understand the diversity and depth of the investments Idaho Housing 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 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.

“*The Definition of Success*” is available for viewing and download at:

http://issuu.com/jasonihfa/docs/ihfa_community_report_2013