



2008 NCSHA ANNUAL AWARDS FOR PROGRAM EXCELLENCE

Entry Category: Communications, Annual Report

Entry Name: Building Healthy Communities - 2007 Report on Achievements

Kansas Housing Resources Corporation (KHRC)

Submission Date: August 15, 2008

Project Description:

The objectives of the Kansas Housing Resources Corporation's 2007 Report on Achievements are simple and straightforward. The goals are to:

- Define KHRC's mission and core values.
- Show the agency's financial strength.
- Serve as a key vehicle to deliver information to agency constituencies:
 - Citizens of Kansas, elected officials, housing service providers, homeless advocates, builders and other agency partners.
- Summarize the agency's response to natural disasters which devastated numerous Kansas communities in 2007.
- Promote the theme of "Building Healthy Communities" through partnership.
- Illustrate the agency's support of energy efficient, green building technology in affordable housing development.
- Visually bring to life the people who have benefited from affordable housing programs and services.
- Capture the audience's attention with compelling visual images and easy-to-understand, interesting narrative.
- Illustrate agency policy, program and staff achievements.
- Measure program benefits to the public.
- Demonstrate the ongoing need for affordable housing statewide.

Effective Use of Resources:

In-house agency staff researched, wrote and graphically designed KHRC's 2007 annual report. Agency staff took the majority of the photos included in the report, with a few generic images purchased from inexpensive online stock photography companies. An outside vendor printed the finished product for a cost of \$1,945.00. Also, in an effort to save energy and "go green," KHRC opted to print only a limited number (500) of hard copies and posted the annual report and financial statements electronically on the agency's website.

Replication:

The information presented in KHRC's 2007 Annual Report, which brings to life the stories of people who make affordable housing possible and the families who need a safe and decent place to live, along with the document's visually appealing graphic design, are easy for any HFA or other housing service provider to replicate.