



2013 Annual Awards Entry Form
(Complete one for each entry.)

Entry Name MassHousing's Fiscal Year 2012 Annual Report

HFA MassHousing

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013.**

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

HFA _____

Entry Name _____

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input checked="" 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"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<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	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

Communications – Annual Report
MassHousing’s Fiscal Year 2012 Annual Report

Building homes. Fostering communities. Creating jobs.

“Having a home or apartment with affordable monthly payments can make a big difference in the life of a Massachusetts family. It can be the difference between just getting by and building for a better future. Affordable housing can also make a difference in our collective economic success.”

- Deval Patrick, Governor of Massachusetts

Fiscal Year 2012 was MassHousing’s best lending year ever. All the more remarkable was the fact that the record performance took place when the housing market was showing only faint glimmers of recovery and the news was still full of mostly negative stories. In addition to housing woes, the need for economic development was also on everyone’s mind. Thus the focus of our 2012 annual report was the success of our housing programs and the economic benefits they generate. The cover of the report captures this succinctly, with new housing under construction, the wood frame roofline pointing optimistically upward.

Our Home Ownership Division had a phenomenal year due to the popularity of a no-MI mortgage made possible through a partnership with Fannie Mae. We told the story through concise copy, but especially through pictures and stories. Two families who purchased homes with MassHousing loans are shown looking happy and proud in their new homes. Realtors and lenders are pictured as well, offering testimonials about the quality of MassHousing loans and our professional service. Thanks to our partnership with Fannie Mae, we were able to secure quotes and a photograph from Timothy Mayopoulous, CEO of Fannie Mae. He praises the partnership with MassHousing and other HFAs, noting that “HFAs demonstrate every day that it is possible to lend responsibly to people with modest incomes and we are pleased to be partners in helping to make that possible.”

In order to drive home the economic benefits of our home ownership loans, we included a first-ever “infographic” showing the jobs created by our lending and the dollars that flow into the Massachusetts economy when someone buys or refinances a home with MassHousing.

For our rental housing business, we led off with a story of the largest transaction at our Agency to date – a \$168 million financing to preserve and rehabilitate five elderly apartment communities. A lively collage of photos shows the variety and quality of the properties, two of which are historic (one of them, Franklin House, was the fictitious setting for the 1980s TV show “St. Elsewhere”). We profile a new construction project as well, and reinforce the notion of jobs and economic development with construction workers and a union official in hard hats. Additional profiles highlight projects from the Affordable Housing Trust Fund, which we administer on behalf of the state. Expert photography shows off the quality and curb-appeal of the housing as well as the personalities of the developers and the residents.

One of the most compelling stories in the report is that of the Mauro family and their search for – and ultimate success in finding – a handicapped accessible unit in a MassHousing-financed development. The photos of the family at home in their kitchen, which features a roll-under stove and sink, poignantly capture the essence of what an HFA can do to improve lives.

Towards the end of the book we feature a catalogue of all of the rental properties we financed. We also feature photos of our various advisory committees. When combined with the photos of the Board and Executive staff at the front of the book, they help to put a human face on the leadership of our organization.

The design of the report encourages readability with no extraneous design elements. There is adequate white space, interesting photography and simple and compelling graphics. The report's headlines were written thoughtfully so that even if a reader skims the report, important points are communicated (i.e. "Record transaction preserves 841 units in six developments"; "Portfolio grows while delinquencies and foreclosures decrease").

The report excels as well in the area of cost-effectiveness. All writing, editing and graphic design (including the infographic) was done in-house by MassHousing's Corporate Communications staff.

With a record lending year during the tail end of an economic downturn, this report needed to make a strong statement. It needed to communicate boldly that this HFA was producing affordable housing opportunities against the odds and despite conventional wisdom. For a state government and a public eager to see evidence of economic activity, the report needed to demonstrate clearly that housing is a jobs generator. It needed to convey financial stability, confidence and public spiritedness and above all it needed to place the people we serve front and center.

We believe we succeeded. Thank you for your consideration.

<http://www.youblisher.com/p/523133-MassHousing-s-Fiscal-Year-2012-Annual-Report/>