

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: _____

HFA: _____

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

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

HFA: _____

Entry Name: _____

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

Michigan State Housing Development Authority State of Homelessness in Michigan – Annual Report

History

Spearheaded by the Michigan State Housing Development Authority (MSHDA) in 2006, along with many partners and affiliated organizations, the crusade to end homelessness has landed Michigan in the national spotlight as a model for other states. The Campaign to End Homelessness includes 60 local Continuums of Care (CoC) covering all 83 Michigan counties who submitted plans to end homelessness when the campaign began. Those plans have been updated regularly to include new approaches and best practices in combating homelessness in our state.

In January 2015, Michigan Governor Rick Snyder took the commitment of ending homelessness to the next level by issuing an Executive Order creating the Michigan Interagency Council on Homelessness. The formation of the Council demonstrates the state's commitment and willingness to align resources across state departments and local communities. The 2014 edition of the *State of Homelessness in Michigan* is an annual report of the progress the Campaign has made during the previous year.

Strategic Objective

The goal of this annual report is to raise awareness of the homelessness issue in Michigan while making it clear that the state and MSHDA are committed to preventing and ending it through evidence-based practices like "Housing First," permanent supportive housing and rapid re-housing. By bringing mainstream housing, health care, employment and education resources to the forefront, we are striving to change the course of homelessness in measurable ways.

Innovative and Replicable

What makes this annual report innovative and exclusive from the traditional annual report is that it is highly valued and actually read and used throughout the year. We also used infographics to present the facts and figures in a more interesting way. The content focuses on just one specific issue and drills down into every component of the homelessness issue, unlike agency-wide annual reports that touch on many programs and are not able to go into too much depth on any one of them.

It is not necessarily "pretty" (though the infographics and compelling photos do a good job of pulling readers in), but it is creative and designed well for the job it was meant to do. It is attractive and pleasant to the eye, but what makes it unique is the fact that the information it contains is truly sought after by everyone. The Michigan State Homeless Management Information System (HMIS) is the source of the content and what makes it so distinctively different. The Michigan HMIS is a single database platform that provides an unduplicated count of homeless persons living in Michigan. It also measures the patterns of services delivered and creates a collaborative system for improving the state of homelessness within the state. The media, local officials, care providers, etc. love this report and it is used throughout the state as the "go to" source for information relating to every aspect of the homelessness issue. As a result, we are able to raise awareness with the public and at the same time, bring together a network of media champions along the way. We also include several success stories that reflect how the Campaign is making a difference in the lives of our most vulnerable population. This annual report is highly valued and rarely finds its way into the circular file or on a shelf gathering dust as so many do.

Michigan State Housing Development Authority State of Homelessness in Michigan – Annual Report

This type of report is replicable if a state has a reporting system that counts the homeless and the various categories of the homeless as defined by HUD. Success stories are fairly easy to come by, however obtaining photo releases and permissions can be a little more difficult. We start early in the year collecting success stories and getting the appropriate releases and permissions.

Reaching Targeted Audiences

The audiences the annual report is designed to reach are many and varied, but the delivery system used is extremely effective. The 60 local CoCs that make up Michigan's homeless service community are active and enthusiastic in the distribution. We get it to them and they get it to their local constituents. They are also well-versed and coached in how to use this tool to their advantage and to the advantage of the Campaign. What better way to reach the media, funders, businesses, service organizations, etc. at the local level than with well-informed local homeless service providers? The report reaches every corner of Michigan in this fashion.

The report was completed in time for our annual affordable housing conference, Building Michigan Communities Conference. It is the largest of its kind in the nation and this year we had over 1,400 attendees from across the state. The report was one of the most popular and desired pieces handed out at the conference.

A downloadable version of [The State of Homelessness in Michigan](#) also is posted on the Campaign website and available to all.

Achieving Measurable Results

The scope of MSHDA's vision and the services it provides to the people of Michigan encompasses homelessness as a major commitment. The report fulfills the Authority's vision of ending and preventing homelessness. The use of photos and testimonials, the simplicity of presentation, and the crystal clarity of the data that hones in on the essence of the homelessness issue is what makes the report such a desired commodity. The proof of its desirability is demonstrated by the incredible demand for the reports as well as the many references made to it. There is no other source available for obtaining such accurate information than that provided in the annual report.

Effective Use of Resources/Benefits Outweigh Costs

The Annual Summary was produced internally from start to finish (with the exception of printing) by MSHDA staff and only MSHDA funds were used – a very nominal amount and no taxpayer dollars. The intent to publish the report annually is a given, so information, data, photos, accomplishments and testimonials are collected on a continuous basis all year. Art direction and design, writing, and photos are completed in house and care is taken to make certain the finished piece does not appear “flashy” or expensive to produce. The image we want to portray is that resources are used to “end and prevent homelessness,” not to produce “slick” PR pieces. We rely more on content than flamboyance and it works beautifully. Data collection is predicated on a well-established HMIS system and Michigan is fortunate to have one of the best in the country.

**Michigan State Housing Development Authority
State of Homelessness in Michigan – Annual Report**

Summary/Achieving Strategic Objectives

MSHDA's vision is firmly planted upon serving low- to moderate-income Michigan citizens in many ways – from affordable rental housing and homeownership to improving the quality of life in every community and neighborhood in the state. One of those visions encompasses a commitment to the prevention and ending of homelessness. The statewide Campaign to End Homelessness continues to attract national attention for its ambitious approach to solving this costly social problem. The annual report plays a key role in the achievement of this large-scale objective. It provides a vehicle that attracts media attention along with the opportunity to tell the real story of homelessness while gaining more champions of the cause. As a result, our governor has created the statewide Michigan Interagency Council on Homelessness. Volunteers have joined the cause, faith-based organizations and businesses donate needed items, and the word is being spread from our urban centers to the wilderness of Michigan's Upper Peninsula. Many voices conveying the same message can make a difference, and here in Michigan we have definitely found this to be true. The annual report is indeed helping us achieve the goal of ending preventing and ending homelessness in Michigan!

(Follow this link to the digital version of the State of Homelessness in Michigan:

<http://thecampaigntoendhomelessness.org/LinkClick.aspx?fileticket=C3RIU3wuQUo%3d&tabid=40>