

## **2008 NATIONAL COUNCIL OF STATE HOUSING AGENCIES COMMUNICATIONS**

### **2007 ANNUAL REPORT**

#### **Entry Description**

#### ***INNOVATION***

The 2007 Annual Report of the New Jersey Housing and Mortgage Finance Agency (HMFA) has a unique look and focus from those in past years. This report, entitled "It's What's on the Inside that Counts," not only markets and communicates HMFA's goals and objectives in a clear and informative layout, it also manages to poignantly illuminate the human component of meeting the challenges presented by the state's housing needs. The pride of homeownership greets us on the cover with a picture of the satisfied recipients of our 2,000<sup>th</sup> First-Time Home-Buyer Mortgage. The interior guides us through the diverse scenes of people inside their homes who are benefiting from the varieties of attractive, quality, affordable housing available in the State of New Jersey. The photography is eye-catching, and the choice of colors for the layout inspired by the settings and structures in the photos, creating a pleasing path for the eye to follow.

#### ***ACHIEVES MEASURABLE RESULTS***

The 2007 Annual Report describes HMFA's achievements and strategies to meet the housing challenges in the state. The report is the embodiment of the fulfillment of the Agency mission and goals of expanding homeownership and housing opportunities to the New Jersey residents in order to improve their quality of life. The simplicity of language, attractive layout, human interest and program profiles make the report useful to general readers and invaluable to New Jersey housing professionals.

#### ***BENEFITS THAT OUTWEIGH THE COSTS***

The 2007 Annual Report provides valuable, up-to-date information on projects and programs, keeping all of our valued partners "in the loop." It also allows developers to see what others are doing and which programs could help fund their future projects. Not only does it serve as a marketing tool for the Agency, it is also a vehicle for important information to be shared with those who would continue to create quality affordable housing. The developers and partners involved with the featured projects inside this report are encouraged by our presentation and proud to have their works displayed.

#### ***EFFECTIVE USE OF RESOURCES / REPLICABLE***

HMFA's own in-house Senior Graphic Designer created the 2007 Annual Report; saving the expense of contracting with an outside graphic design firm. It is printed on 10% post consumer fiber and utilizes environmentally-friendly inks. The Printer -Garrison Printer - is certified by the FSC (Forrest Stewardship Counsel, a Network of Green Vendors). Some of the developers of the featured projects provided the photography, cutting back the need for a professional photographer. HMFA's Senior Graphic Designer also provided art direction for all professional photographs.

New Jersey Housing & Finance Mortgage Agency (NJHMFA)  
2007 Annual Report

### ***ACHIEVES STRATEGIC OBJECTIVES***

It is New Jersey Governor Corzine's goal to produce 100,000 affordable homes over the next 10 years and The Annual Report plays an important role in articulating the policies that get our state closer to achieving that goal. Since 2006, nearly 20,000 units have been produced and over 2,100 first-time homebuyers have traditional, below market-rate fixed mortgages. The 2007 Annual Report effectively markets all of the Agency's programs and creatively showcases the projects using clear descriptions, creative design and outstanding photography. It demonstrates HMFA's continued diligence in its mission to help educate citizens and make home ownership and housing opportunities available to New Jersey residents from all walks of life.