

**2009 NCSHA Award Nomination – Ohio Housing Finance Agency
Communications – Annual Report**

2008 OHFA Annual Report

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Programs and initiatives administered by the Ohio Housing Finance Agency (OHFA) directly impact Ohio's economy by making affordable housing options available to the state's low- to moderate-income households and by encouraging successful homeownership through foreclosure prevention and homebuyer education. The Agency's 2008 Annual Report celebrated OHFA's 25th Anniversary, recognizing the contributions the Agency has made over the years to sustainable homeownership and communities.

A cost-effective report was created using the skills of staff members within the Office of Communications and Marketing. In less than two months, team members compiled and wrote the text and produced a final, designed version. Photographs of OHFA customers and properties taken by the Agency's graphic designer and quotes from customers helped show how the Agency's programs have affected thousands of Ohio families.

The Annual Report was a companion piece to the detailed financial statements submitted each year to key partners and stakeholders. The information contained in the report highlighted the programs and initiatives that the Agency implemented during the year including:

- Creating the Ohio Heroes Program and helping nearly 600 families purchase homes using this funding source
- Increasing the amount of down payment assistance buyers could receive
- Expanding efforts to reduce foreclosures through rescue loans and counseling programs
- Providing over \$80 million to developers and other organizations for the creation of multifamily housing
- Participating as a partner in the Opportunity Housing initiative for the rehabilitation and sale of vacant homes near Cleveland, Ohio
- Developing and implementing the Ask the Expert online tool to foster relationships between property managers and OHFA's Office of Program Compliance

Ohio Governor Ted Strickland, the Speaker of the Ohio House and the Ohio Senate President received the first copies of both documents. Following the distribution to these government officials, copies were submitted to additional legislators, media partners, internal employees and the investment banking team.

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The minimal cost of printing 200 hard copies of the report was the only outside cost the Agency incurred, totaling \$2,274.37. To reduce costs further, a limited supply of copies were printed and a full version of the report was added to OHFA's Web site at www.ohiohome.org to encourage online viewing. More than 1,800 people viewed the annual report from the time it was posted in late September through the end of June 2009.

OHFA's 2008 Annual Report was a collaborated effort between all Agency offices. The completed document was a comprehensive account of the work OHFA has done for 25 years to provide affordable housing options for those who need it most.