

**2014 Entry Form**  
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

**Entry Name** \_\_\_\_\_

**HFA** \_\_\_\_\_

**Submission Contact** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

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

HFA \_\_\_\_\_

Entry Name \_\_\_\_\_

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

**2014 NCSHA Annual Awards for Program Excellence**  
**Oklahoma Housing Finance Agency**  
**Annual Reports**  
*“Dreams Within Reach”*

At Oklahoma Housing Finance Agency, we see the people who benefit from the programs we administer as the stars of our organization. The focus of OHFA always has been and always will be the people we serve. Each year, OHFA publishes an annual report designed to tell the story of how the agency’s programs impact state’s people and communities. This year, rather than simply interviewing program recipients, we chose to present their stories in their own words through video.

We produced four short videos where participants starred by sharing their testimony of goals achieved and dreams restored. These videos were showcased on a special movie-themed website called [www.ohfa-annualreport.org/2013](http://www.ohfa-annualreport.org/2013). With film reels, filmstrips and stars, the imagery allows the featured program participants to truly be the star of the show. Visitors to the website not only watch video testimonials from the participants, but they may also read more in-depth feature stories. Movie terminology such as “supporting cast,” “featured presentations” and “outstanding achievements” carry the theme throughout the site.

We also printed a small run of a four-paneled brochure to accompany the release of the annual report. Elected officials were the primary audience for the piece. We wanted something to which they could easily refer if a constituent had a housing related need. The annual report is also shared at events such as tradeshow and industry meetings. We utilized cinematic images to place our featured stars in the spotlight and to coordinate with the website.

OHFA’s mission is “helping place people in homes.” In a time where negative news about the housing industry hits at a rapid pace, we chose to focus on the positive. We wanted our annual report to focus on the impact the agency has to the people and communities in our state. Since OHFA is Oklahoma’s only statewide housing organization, we wanted to create a report that creatively showed the impact of OHFA programs whether in a rural community like Chickasha or in urban Oklahoma City.

Other HFAs would be able to easily replicate this annual report to fit their own needs. All production for this project was completed in-house with the exception of printing. Total cost for the 2013 annual report was \$1,260 (\$40 for the Wordpress theme; \$100 for stock graphics; \$50 for mileage; and \$1,070 for printing and mailing). To maximize visibility on such a small budget, we also shared the videos through social media. Videos have also been shown at a Board of Trustees meeting and at a quarterly staff meeting. The videos became a source of pride for those featured and opened the door for them to tell others how OHFA has helped them.





**Calm After the Storm**

Featuring The Burkhart Family  
Tornado Relief Grant

Their home ripped to shreds by a violent tornado, Scott and Carrie Burkhart lost nearly everything they owned. See how OHFA played a small role in helping the couple and their young son, Jack, put the pieces of their lives back together again.

In each year's annual report, we like to share stories from individuals and

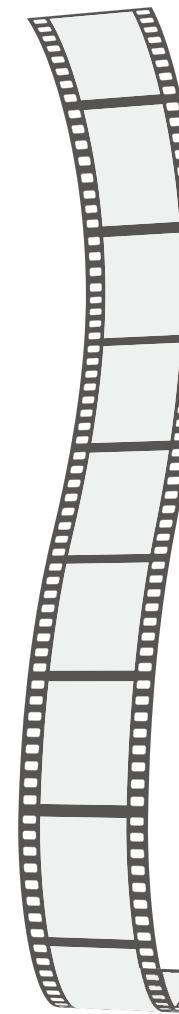


families who have benefited from one of Oklahoma Housing Finance Agency's many programs. The 2013 annual report website

includes four short movies starring OHFA customers telling their personal stories. This booklet represents the previews of our featured presentations. Sit back. Relax and enjoy!

Watch here:

[ohfa-annualreport.org/2013](http://ohfa-annualreport.org/2013)



OKLAHOMA HOUSING FINANCE AGENCY  
100 NW 63RD STREET  
OKLAHOMA CITY, OK 73116  
[WWW.OHFA-ANNUALREPORT.ORG/2013](http://WWW.OHFA-ANNUALREPORT.ORG/2013)



**OHFA**

**2013 ANNUAL REPORT**

[WWW.OHFA-ANNUALREPORT.ORG/2013](http://WWW.OHFA-ANNUALREPORT.ORG/2013)







For detailed stories, information and financial statements, visit our annual report website:  
[www.ohfa-annualreport.org/2013](http://www.ohfa-annualreport.org/2013)



### *Life in a Grand Hotel*

Featuring Donna Buckner & Chickasha Hotel Apartments Affordable Housing Tax Credits

After years of neglect, the 100-year-old Chickasha Hotel now serves as home to residents like Donna Buckner. Stepping into the building's lobby is like stepping onto a vintage movie set. See how the total transformation of this old hotel now provides Donna and her family peace of mind.



### *Urban Cottage*

Featuring Anna Farha & Patrick Waters OHFA Advantage

Embarking on their new life together, Anna & Patrick found the perfect cozy cottage near their favorite hangouts. See how OHFA Advantage Down Payment Assistance helped the young couple move into a home of their own without the stress they expected.



### *Brushstrokes of Hope*

Featuring Roseanna Hamilton Family Self-Sufficiency Program

After facing a life-threatening illness, Roseanna Hamilton found strength through her artistic ability and by continuing her education. Roseanna tells how OHFA helped her to achieve her goals of earning a college degree and becoming an award-winning visual artist.

