

## **Summary**

Thousands of Tennesseans who need housing assistance are helped each year using programs administered through Tennessee Housing Development Agency (THDA). Through Faces of Home, THDA's 2010 Program Summary, THDA presented a statistical summary of the work achieved in 2010 and since our inception in 1973.

THDA's mission is to lead Tennessee home by creating safe, sound, affordable housing opportunities. The statistical information presented in this document highlights the effectiveness of our programs and services. This information along with photographs of THDA funding recipients shows how THDA is striving to fulfill our mission of creating safe, sound, affordable housing opportunities.

The information in the 2010 Program Summary is totaled for the entire state, then by each county in alphabetical order, and by congressional district. These pages document how federal dollars are leveraged with THDA and local funding, administrative expertise, compassion and sweat equity to bring security, safety and affordability to households of very low, low and moderate incomes.

By featuring photos of funding recipients on almost every page of the book we are also introducing the families that our work has touched to our target audiences. This helps remind our industry partners, nonprofit partners, government officials and even our own staff that the people we serve are our neighbors, not just tallies on a spreadsheet.

We are proud to present the 2010 Program Summary as a record of the successes we've shared with our legislative, nonprofit and industry partners this past year and the lives we touch every day.

## **Innovative**

To meet federal regulations and also have a firm understanding of the results of the funds we distribute, THDA has collected statistical information about each of our programs. For the past several years THDA has separated this information by county, by congressional district and statewide. THDA staff would print these individual sheets to take to our legislators and other interested parties. To better meet the needs of these audiences and to raise the profile of the project in 2010 we decided to compile this information into a high quality, eye-catching book. We felt that this innovative step would better represent the quality of the information presented and THDA as an organization.

## **Replicable**

Other state HFA's can use this document as a blueprint to turn the data that they already collect into an informative and attractive piece that they can use to reach their audiences. Over time they can expand their document, similar to what THDA has done over the past several years, to paint a comprehensive picture of the work they do.

## **Reach targeted audiences**

The 2010 Program Summary was hand delivered to members of the US Congress and Senate during NCSHA's Legislative Conference. The summary was designed to coordinate with the materials provided by NCSHA that our staff also handed out during their meetings. Since the conference, THDA staff have distributed the books to local legislators, and other target audiences including our industry and nonprofit partners. The book is also available on our website, [www.thda.org](http://www.thda.org), so that anyone, even those outside of our targeted audience, can use the valuable information presented in the summary. We continue to invite audiences to reference the book.

## **Achieve measurable results**

We were pleased with the finished product and felt that it accurately represented THDA as an organization. The feedback we have received from our industry partners, nonprofit partners and our local and national government officials has been overwhelmingly positive. It has been gratifying see the book in the offices of our targeted audiences and to hear them reference the information in it in conversation.

### **Provide benefits that outweigh costs**

Although the cost for printing this one piece was high, \$17.39 per copy, as a document that presents the work THDA did in 2010 and in its past 36 years in a clear, concise and attractive manner we feel that the benefit far outweighed the cost. The cost for developing the 2010 Program Summary were kept low by using the talents of THDA staff to compile the data and design the book. The 2010 Program Summary was reported by Rina Sutphin and Bettie Teasley Sulmers, THDA Research and Planning Division. The layout is by Charmaine Wilde, THDA Public Affairs Division. THDA Program Staff, Information Technology Staff as well as others in the Research and Planning Division worked together to provide the information necessary for the program summary. We have also made the summary available on our website so that it can be viewed by any interested parties for no additional cost.

### **Demonstrate effective use of resources**

The 2010 Program Summary documents how federal dollars are leveraged with THDA and local funding along with administrative expertise to help provide safe, sound, affordable housing to Tennesseans of very low, low and moderate incomes. The purpose of this book is to show how THDA has effectively used the resources it's been given.

In the creation of the document THDA effectively used the talents of its staff to research, write and design the book. By using these internal resources THDA significantly reduced the cost of the book. To tie in with NCSHA's "Faces of Home" theme THDA staff featured photos of funding recipients prominently throughout the 2010 Program Summary. These photos were collected through THDA's Faces Behind the Funding campaign. We were able to use the photo resources we already had to localize and personalize the statistics featured in the book.

### **Achieve strategic objectives**

In 2009 THDA developed a new three-year Strategic Plan. The plan, which covers calendar years 2010 through 2012, focuses on THDA's four primary roles: Industry Leader, Program Administrator, Partnership Facilitator and Housing Resource. We feel that the 2010 Program Summary helps us to fulfill our role of being an Industry Leader and a Housing Resource and demonstrates our successes as a Program Administrator.

THDA is committed to being an *industry leader* in housing matters in Tennessee and across the country. In this role, THDA advocates for Tennesseans on challenging issues such as homelessness, the cost burden of housing for families, and substandard housing conditions. The statistical information featured in the 2010 Program Summary statewide and about each county and congressional district lends weight and credibility to our arguments as we serve as an advocate.

The 2010 Program Summary helps THDA reach its goal of being the premier housing *resource* by having all of the program data our staff has collected throughout the year in a succinct, accurate and timely report that was made widely available to our partners.

Finally the 2010 Program Summary supports THDA's distinction as a first-class organization by demonstrating the highest integrity in the *administration of our programs*. The data presented in the book shows that THDA uses its resources wisely, effectively and equitably. The recipients' photos featured with the statistical information helps us to remember the effects our programs have on the lives of our fellow Tennesseans.

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**HFA: Tennessee Housing Development Agency**  
**Entry Name: Faces of Home - THDA's 2010 Program Summary**  
*Promotional Materials and Newsletters*

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