



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

What If...? 2016 Annual Report

Available online: wshfc.org/admin/2016annualreport.pdf

A Message of Aspiration

In 2016, the Washington State Housing Finance Commission sought to send a message of hope and aspiration. In contrast with our 2015 report, which highlighted data on housing needs in five different communities, we assumed that most readers were already well aware (even too aware) of the statewide challenges of skyrocketing rents and rising homelessness.

Instead, we turned to a “what if” theme that identifies our desired state in the area of housing, and shows how we’re making progress toward that vision.

Strategies

As in years past, our goal was to highlight our success across areas of the state that are vastly different in geography, economy, and community size. We also wanted each story to focus on a different kind of household: a disabled woman in a small town, a wheat-farming family, a transgender youth of color, a single mother raising her kids.

We chose a small book that was easy to flip through, with one spread on each major story—big photo and summary on one side, text on the other. We relied on the outstanding work of our photographer to bring these stories vibrantly to life. Meanwhile, numbers for the main three housing programs were pushed to their own spread, and other numbers tucked into the back. A frame of bold colors for text and backgrounds emphasized the hopeful and positive feel.

As always, our annual report is accompanied by our “[impact report](#),” which shows our impact statewide over all 30+ years of the Commission through maps and numbers.

Impact

In addition to an email blast to 11,000 subscribers and a mailout of 500 copies, our annual report engaged hundreds more on social media in posts that highlighted individual stories and facts.

We also have made our annual reports into workhorses for multiple materials and presentations throughout the year, using images, messages, and data points in slides, brochures, web pages, emails, and multiple other outreach efforts.

For example, our photo shoot of our homeowner, Paty Saldana, and her kids became the foundation of our new brand and marketing campaign for the Homeownership division.

Anecdotally, we find the report has particularly resonated with elected leaders and others new to the world of affordable housing. It continues to serve us in connecting and informing our community.