

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

Visit ncsha.org/awards to view the Annual Awards Call for Entries.

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact awards@ncsha.org or 202-624-7710.

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

Entry Name: Mission Possible: WHEDA Annual Report 2015

HFA: WHEDA

Submission Contact: (Must be HFA Staff Member) Brenda Marquardt **Email:** brenda.marquardt@wheda.com

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

This annual report will not self destruct in 30 seconds.

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

HFA: WHEDA

Entry Name: Mission Possible: WHEDA Annual Report 2015

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input checked="" type="radio"/> Annual Report	<input type="radio"/> Empowering New Buyers	<input type="radio"/> Federal Advocacy	<input type="radio"/> Financial
<input type="radio"/> Creative Media	<input type="radio"/> Encouraging New Production	<input type="radio"/> State Advocacy	<input type="radio"/> Human Resources
<input type="radio"/> Promotional Materials and Newsletters	<input type="radio"/> Home Improvement and Rehabilitation		<input type="radio"/> Operations
			<input type="radio"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="radio"/> Encouraging New Production	<input type="radio"/> Combating Homelessness	<input type="radio"/> Special Achievement	<input type="radio"/> Yes
<input type="radio"/> Multifamily Management	<input type="radio"/> Housing for Persons with Special Needs		<input type="radio"/> No
<input type="radio"/> Preservation and Rehabilitation			

2016 NCSHA Annual Awards for Program Excellence
Wisconsin Housing and Economic Development Authority (WHEDA)
Communications | Annual Report
Mission Possible: WHEDA Annual Report 2015

Overview

Mission Possible is the theme of the Wisconsin Housing and Economic Development (WHEDA) 2015 annual report. The report thoroughly details WHEDA's use of its homeownership, multifamily housing, commercial lending and economic development resources during fiscal year 2014-15. The publication demonstrates that because of WHEDA's efforts, improving the welfare of Wisconsin residents and ultimately the state's economy are indeed, possible.

Concept and design

As in the past, WHEDA's annual report was produced in a digital format setting it apart from most traditional, standard reports. Production entailed a comprehensive six-month planning process with the WHEDA Marketing and Communications Team.

The design is a playful theme based upon the spy thrillers that we all know and love. The title – Mission Possible – demonstrates WHEDA's mission to help Wisconsin's residents achieve their dreams of homeownership and to help businesses grow. The design features stereotypical elements of old school spy case files including things like Polaroid photos, a typewriter font, paper clipped notes, and the classic vanilla file folder. Each file is stamped with "Mission Possible" communicating our proud achievements in each of WHEDA's core program areas.

The embedded video was produced by Tweedy Productions, a Wisconsin-based video production company. The video follows the same spy theme featuring dynamic music, similar design elements and testimonials for each of the published success stories. WHEDA is fortunate to have a reputation for success and that success depends greatly on its outstanding partnerships. As a special feature of the 2015 annual report, a strategic emphasis was placed on offering the opportunity to hear partners tell their stories about how WHEDA has helped them improve the quality of life for Wisconsin residents.

Target audiences

Our target audiences include our sister agencies, state and national legislators, trade publications and our partners. An additional and important audience are the residents of Wisconsin. The annual report is an important way to share with people unfamiliar with WHEDA our mission, our proud successes as well as a way to educate the public on WHEDA programs and services.

Objectives and resources

WHEDA begins every annual report with a set of objectives. It is important that the most interesting stories that demonstrate WHEDA's mission and community impact come to light. Another strategic objective is to make sure that the annual report is designed to be attractive, interactive and easy to read.

Some of the reasons WHEDA offers a digital annual report versus a conventional printed report is because a digital platform is environmental friendly, cost-effective and more engaging. Most importantly, a digital platform allows WHEDA to share its story more efficiently. Through social media, wheda.com and email delivery systems, the digital annual report can be seen by many more people than a standard printed version.

Response

The result is an exciting visual display of WHEDA's mission that includes a video package with fast-paced edits intermingled with still photos and testimonials talking about positive community impacts. Feedback on the digital report has been extremely positive.

Given the popularity of the digital concept we will likely produce annual reports in this manner in the future, especially for WHEDA's upcoming 45th anniversary. The goal is to continue to capitalize on WHEDA's mission and articulate the characteristics that drive WHEDA.

WHEDA's mission is to stimulate the state's economy and improve the quality of life for Wisconsin residents through affordable housing and business financing products. Our vision is to provide tools to help people and communities realize their hopes and dreams. Our staff maintain a strong set of values that guide us in meeting our mission.

Visual aids provided

You can view WHEDA's 2015 digital annual report [here](#).