



# 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](mailto: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.

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**Category:**

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**Subcategory:**

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

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**HFA:**

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**HFA Staff Contact:**

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**Phone:**

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**Email:**

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**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](mailto:awards@ncsha.org).

**2017 NCSHA Annual Awards for Program Excellence**  
**Wisconsin Housing and Economic Development Authority (WHEDA)**  
**Communications | Annual Report**  
**Together We Build Wisconsin: WHEDA Annual Report 2016**

Overview

In 2016, WHEDA launched a new branding tagline: **Together We Build Wisconsin**. To build its brand and awareness for its mission WHEDA used its new tagline as the theme for its annual report. By thoroughly listing WHEDA's use of its home ownership, multifamily housing, and economic development resources during Fiscal Year 2016, the annual report supports the new tagline and showcases how WHEDA's efforts played a significant statewide role to enhance the welfare of Wisconsin residents and ultimately the state's economy.

Concept and design

WHEDA's annual report was produced in a digital format as well as a printed format. Production was a comprehensive six-month planning process with the WHEDA Marketing team. WHEDA used in-house resources, not an agency, to theme, design, copy write and produce the annual report.

The focal point for the report was to highlight specific success stories with customer and partner testimonials to bring to life WHEDA's devotion and dedication to its mission. These feature stories humanize and put a face on WHEDA accomplishments that ultimately help Wisconsin communities thrive.

You'll read about Nueske's Applewood Smoked Meats. Known nationwide, this 80-year old family business needed to expand quickly. WHEDA was there to help.

Another feature story illustrates that the American Dream isn't just for millennials. You'll meet a homeowner couple in WHEDA's portfolio that completely bucks the trend – He's 89. She's 78.

Additionally, the report contains fiscal year financial data, indicating the ongoing internal fiduciary improvements we make as part of our commitment to Wisconsin. In addition, there are testimonials from Wisconsin Governor Scott Walker and WHEDA Executive Director Wyman Winston.

Target audiences

The target audiences include state agencies, legislators, trade publications, municipalities, partners and the general public. 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.

The digital version allows the ability to share the WHEDA through social media, wheda.com and email delivery systems. While the print version offers a show case leave-behind for both public and private partners that demonstrates WHEDA's mission.

### Summary

WHEDA strives to utilize its strengths to build the state's economy through quality, safe, affordable housing and small business expansion. We then build communities by helping residents realize their aspirations. Our annual report is a key extension of our mission and showcases how we are positively impacting lives.

### Visual aids provided

You can view WHEDA's 2016 digital annual report [here](#).

Ten copies of the printed version of the annual report have been mailed to NSCHA for award committee review.