



# 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.

WVHDF Impact Video

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**Category:** Communications

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**Subcategory:** Creative Media

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

Video illustrates positive impact our programs have on people across state. Will be used for TV advertisements and communication with elected officials.

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**HFA:** West Virginia Housing Development Fund

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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).

West Virginia Housing Development Fund  
Communications – Creative Media  
[WVHDF Impact Video](#)

New Video Highlight's Fund's Positive Impact on West Virginia

Most know the West Virginia Housing Development Fund through our home-buying programs. One in 10 West Virginia homebuyers have entrusted us with what is often their biggest investment. We are honored by their faith in us. Owning a home is a major responsibility, but our customers understand what it means to put down roots. Homeownership is not only a hallmark of the American dream; it is a commitment to the community and a tangible sign of someone's hard work and sacrifice.

Our homebuying programs are just one aspect of what we do. We also help those recovering from drug and alcohol addiction. We help young girls who have experienced trauma and abuse overcome the past. We help developers create affordable housing for our state's elderly residents. We help homeowners upgrade or replace aging septic systems. We help the economically challenged find safe housing. We help Habitat for Humanity use their capital to reinvest in homes for those who need it most. Through one of our newest programs, the West Virginia Property Rescue Initiative, we help cities and counties take down blighted, dangerous buildings.

To help tell this story, we created a video so you can meet those who utilize our programs and see the impact of these program in the lives of West Virginians. Over the next few minutes, you will hear from:

- A young couple buying their first home who used our Down Payment and Closing Cost Assistance program.
- Those on the front lines of our state's battle against drug addiction.
- Workers at a group home who are using Fund resources to expand their campus and help even more young ladies who are in difficult situations.
- A homeowner who used our nationally-recognized On-Site Program to replace his septic system.
- A growing family who simply needed more space.

"We need to tell our story and show how our organization is working diligently and determinedly to help so many across our state," said Erica Boggess, the Fund's Executive Director. "We are proud of what we do and honored to do it. We love this state and our dedicated staff works tirelessly to move West Virginia forward. We hope this video gives some real insight into how we fulfill our mission. The Mountain State is a special place. Our natural beauty is only matched by our wonderful people."

Boggess added that the video will live on the Fund's website. Not only can visitors watch the piece in its entirety, but segments of the video that feature a certain program will also be embedded within that program page. The Fund's 2017-2018 broadcast advertising campaign will be based on homebuying segments within the Impact Video. The Fund will also use the video when communicating with local, state and federal elected leaders and representatives to highlight its work across the state.

"We're excited to share this with stakeholders across the housing spectrum – from homebuyers to developers to elected leaders," she said. "We hope everyone who watches the video gets a real sense of our unwavering commitment to West Virginia."