

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

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 Matt Cunningham at mcunningham@ncsha.org or 202-624-5424.

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

Entry Name: _____

HFA: _____

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

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

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

HFA: _____

Entry Name: _____

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

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

Leading with Opportunities: 2014 Annual Report

Available online: wshfc.org/admin/2014annualreport.pdf

**2,552 home loans. 3,720 affordable apartments. 5 nonprofit facilities.
And 1 farm.**

The Housing Finance Commission had a big impact in 2014 on the people and communities of Washington state. In 2014, we took our annual report in a new direction that emphasized graphics, numbers and photos to take concepts defined in our 2013 content makeover and accomplish several new goals:

Goals for 2014:

Highlight our work at both ends of the housing spectrum.

We chose the Lucero family as an example of the moderate-income working families we serve, and to remind readers that our home-loan program is no longer limited to first-time homebuyers. But it was key that we also show how we support the opposite end of the spectrum: people struggling with homelessness. To that end, we introduced Billy, who has a home of his own for the first time in decades thanks to a new apartment building for the chronically homeless..

Show people, partnerships and places.

In the past, the Asset Management and Compliance division has gotten shorter shrift in the annual report because it's what happens after the buildings are built and tenants move in. This year we showed a Compliance staff member working with property staff and included a quote from a property manager to bring this seldom-seen aspect of our work into the spotlight.

We used quotes from partners in several other places in the report as well to show our impact from an outside perspective. And finally, we emphasized the locations of all the projects mentioned, to show the wide range of communities affected and draw attention from readers in those communities.

Bring the numbers to life.

In our financial section, we used graphics to convey two important facts: first, that most of our revenue is self-generated; and secondly, that compared to our operating expenses, our investments in homeownership, multifamily housing and community projects across the state are enormous.

Impact:

In addition to the email blast to about 3,000 subscribers (with a click-through rate of 27 percent), the annual report announcement was our most popular post on Facebook in 2014, seen by 833 viewers. This was in large part due to buy-in from Commission staff, who "liked" and shared the report on their own Facebook pages to highlight their work to their friends and family. We also used our growing social-media presence to call out individual stories and partners from the report on Twitter and Facebook. The printed report, paired with our annually updated cumulative report on all our programs since we were created in 1983, was mailed to 500 key partners within the state. It proved an effective tool in face-to-face meetings with Congress members and staff during the Legislative Conference. We hope to build on the success of our 2014 report in future years.