



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, 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.

CREATING THE INAUGURAL RACE FOR A PLACE (TO CALL HOME) 5K

An individual's overall health and wellness plays a vital role in our physical, mental and emotional wellbeing. Establishing quality, healthy lifestyle foundations starts at home. Recognizing this fact, the Ohio Housing Finance Agency (OHFA) partnered with Ohio Capital Corporation for Housing (OCCH) to create a family-oriented 5K race to promote the importance of healthy habits while raising awareness about the positive impact of affordable housing.

ABOUT THE RACE

The Race for a Place (to Call Home) 5K took place on Saturday, April 7, 2018, in Columbus, Ohio. Drawing more than 580 registrants, the race was held downtown in Columbus's Arena District. In addition to running enthusiasts and families, community and affordable housing partners also came out to support this first-ever event.

Although the race was established to bring attention to the mission of the Ohio Housing Finance Agency and highlight the impact of affordable housing, it was also designed to have a tangible, philanthropic component with proceeds from the race benefitting Community Shelter Board, a collective impact organization that leverages resources to achieve the best possible outcomes for people facing homelessness in Columbus and surrounding areas. A check for \$20,000 was presented to Community Shelter Board after the event at a partner recognition luncheon.

Twenty-five organizations ranging from developers, lending partners, community anchor institutions and law firms served as sponsors by donating funds to help offset the costs associated with hosting the race. Sponsorship packages ranged from \$250 to \$5,000. In return for their generous donations, sponsors received placement on the event website, logo representation on the race t-shirts, signage in prime locations at the event and the opportunity to have branded gift items placed in the "swag bags."

EVENT LOGISTICS

The 5K took place at the McFerson Commons course and was open to runners, walkers and even moms with strollers. Participants enjoyed a scenic route along the Scioto River with sprawling views of the Columbus skyline. The race kicked off promptly at 9:00 am with runners taking the lead and walkers immediately following. Awards were given to the top three male and female finishers in seven age categories.

Ultrafit USA was contracted to assist with registration, city permit obtainment, course selection and race day logistics. Emails were sent to their database comprised of hundreds of runners and walkers that have participated in past races, runs and walks.

Participants were encouraged to register in advance, although on-site registration was available as well. For a fee of \$30 for adults and \$15 for children aged seven to 12, runners and walkers received a race t-shirt and a "swag bag" filled with gifts and information from race sponsors and affordable housing partners. Children aged six and under were invited to participate for free.

The race started and finished in the same location featuring a DJ and stage area that was used for pre and post-race announcements and the trophy presentations.

The success of the inaugural race was also due in large to part to the many helpful volunteers that assisted with tasks leading up to the race as well as on the day of the event. Approximately 50 volunteers helped to stuff the swag bags, deliver the race t-shirts, assist with onsite registration, man the mile-marker stations, pass out water, set up the snack and after-race tables and set up and tear down signs and banners.

WHAT PARTICIPANTS HAD TO SAY

Everything was great, the day and event was great, will be there next year!

I couldn't believe this was your inaugural race! It was very well organized, promoted and branded. Thank you!

Would love to see this as a national race in every HFA on the same day!

This was great for a first time 5K walk. I enjoyed participating in it. Thank you so much for the opportunity, and I look forward to seeing it grow and expand as the years go on!!

Wonderful race! I'll be back every year!

LOVED this race and will be back if the schedule allows. I've also talked this up to my running friends. GREAT job. Thanks to all of the volunteers.

Great job! Thrilled it raised so much money!

Great job! Looking forward to 2019!

In a post-race survey, 71 percent of respondents gave the event a rating of “excellent” with another 28 percent selecting “good” for their overall evaluation of the race and event planning.

INVESTMENT AND RETURN

Race expenses totaled approximately \$18,400. Major costs included race coordination with the Ultrafit USA, city permits and requirements (including police officers and traffic controls) and sponsored branded gift items. In total, \$29,500 was received from sponsorships with an additional \$1,973 received from donations made by participants.

In addition to tangibly making an impact on the fight to end homelessness with the donation to Community Shelter Board, hosting the Race for a Place 5K also helped to shine a light on the vast needs of affordable housing. Media attention was garnered through an in depth interview with the Columbus ESPN affiliate, 97.1 The Fan. Molly Moses, the Chief Communications Officer for OHFA, was invited to speak on air about the race and the positive impact affordable housing has on our communities.

OHFA has secured a date with the city for April 6, 2019, to host the race again next year. The planning committee is already proposing ways to improve including reducing the budget expenses, getting more media coverage and increasing race participation with additional marketing efforts. The success of this inaugural event proved it to be a new effective and engaging tool to spread the importance of affordable housing.

Ohio Housing Finance Agency

Category: Special Achievement

Entry: Race For A Place (To Call Home)-
Planning The Inaugural Affordable Housing 5K



VISUAL AIDS

- 1. Race for a Place (to Call Home) Save the Date**
- 2. T-shirt and Bib Designs**
- 3. Select Photos from Race Day**

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RACE FOR A PLACE (TO CALL HOME) SAVE THE DATE

COMING APRIL 7, 2018

Race

FOR A PLACE
TO CALL HOME 5K

A stylized line-art icon of a house with a chimney, a window, and a door.

OCCH
OHIO CAPITAL
CORPORATION
FOR HOUSING



OHIO HOUSING
FINANCE AGENCY



Hosted by

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T-SHIRT AND BIB DESIGNS



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SELECT PHOTOS FROM RACE DAY



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