

Better Together: 2024 Annual Report

Alabama Housing Finance Authority

Communications: Annual Report

HFA Staff Contact

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Alabama Housing Finance Authority

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Category/Subcategory: *Communications/Annual Report (NEW)*



One of the most important yearly tasks for any HFA’s communications staff is the creation of an annual report, which conveys how well our organizations are accomplishing their overall mission. Achieving this goal requires us to drill down on each department’s data to find the facts and features that best exhibit its contributions to the whole.

AHFA created a factory-themed annual report for 2024 which emphasizes not only our production, but also the coordination of the many moving parts needed to achieve meaningful results. Animated, rotating gears and video add movement and life to a clearly defined layout containing direct links to the year’s top stories and events. Seeing the impact of our programs in real-world situations shows the difference our work makes in the lives of our residents. We incorporated a color palette used frequently throughout the year, making the publication truly a snapshot in time for our organization.

We compile ideas for content throughout the year, flagging key accomplishments and noting milestones along the way. We look at the stories, campaigns, and designs that most resonate with our staff and customers. Some tasks, like data collection from each division, must wait until the end of the fiscal year, but we plan ahead as much as possible to accelerate the process. By laying this groundwork, manufacturing an annual report is not the onerous task it could be, because our blueprint is already in place.

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Our 2024 annual report was designed to engage our targeted audiences by spotlighting their involvement in our work. We fulfilled this objective by focusing on both our own progress and the partnerships involved in those achievements. Each division's section highlights the ways we collaborated throughout the year. For example, our single-family staff trained more than 1,100 mortgage professionals, led 326 outreach sessions, and hosted a statewide workshop just last year. Our multifamily team worked alongside the development community toward passage of a state workforce housing credit law, which we now administer as an additional funding tool to support the production of affordable rental housing. Our AHFA Kids program continued its coordination with local organizations to bring financial literacy classes into their communities. We don't just transact with these partners; we steadily engage them with education, support, and consultation that empower us all to work better together.

The assembly of this year's annual report was extremely cost-effective. Expenses were minimal since the publication was produced entirely in-house by a three-member communications staff. This internal process works efficiently for us because we never have to wait on outside vendors or explain to a marketing team what an HFA is. We control the content and the messaging.

We used our existing software and tools, and distributed the publication in an email blast to stakeholders to save printing costs. We retain the ability to produce a PDF and print copies upon request, but our audience has been satisfied with the electronic version for reference, which remains archived on our website for easy access.

We identified a need to simplify and speed the production of our annual report. Our goal was to keep production at home in order to streamline communications and to save time and money. We also wanted to focus not only on our own accomplishments, but also on the positive, interactive working relationships we maintain throughout the affordable housing industry in our state. By highlighting our productivity, participants, and plans set in motion this year, AHFA's 2024 Annual Report shows how working together makes housing better.

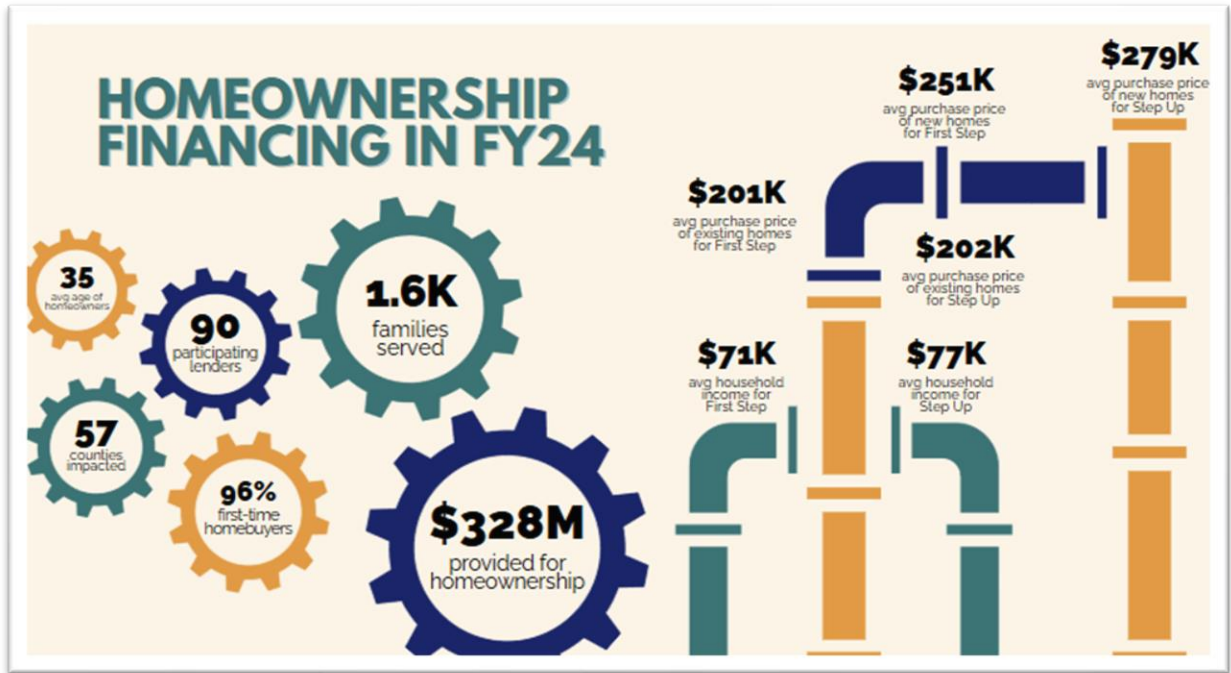
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See sample pages below and click here for full document:

[Better Together - 2024 Annual Report](#)



CUSTOMER COMMENTS

“ This company has been great to me for the last 10 years. When I call, the representatives are super nice and understanding. Thanks for being a great company. *Rhonda M.* ”

“ I am very satisfied with the attention I received. I wish there were more companies providing bilingual attention and excellent customer service. *Leo M.* ”

“ A great company with great employees. When you need them, they will be there for you. They went out of their way to make me happy! *John J.* ”

“ They were so polite and patient with me and listened to everything I had to say. I really appreciate the effort in getting my issue taken care of in a timely manner. *Latoria J.* ”

“ I have had this company for three years, and whenever I have a question, they always answer it! I also like their system. *Nester J.* ”

“ They are the best. Really compassionate people and understanding. I am so lucky to be with them. I appreciate all they have done for me. Truly, I am grateful. *Ana M.* ”

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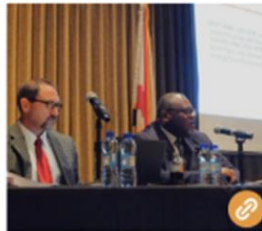
DIVISION HIGHLIGHTS

Expanding Affordability Through Workforce Housing

The new Workforce Housing Tax Credit program seeks to increase the availability of affordable rental housing for tenants who are part of our communities' skilled workforce. With preferences for developments providing childcare and reaching rural areas, these credits seek to further stimulate the construction of needed affordable rental housing units for skilled workforce laborers and other essential workers, including teachers, mail carriers, police officers, and others. The three-year program is projected to create more than 3,100 jobs and \$1.1 billion in economic activity for the state of Alabama. Formal applications are to be accepted in 2025.

Seeing the Sites at Special Events

One of the most rewarding activities for AHFA staff is seeing our work come to fruition. Ground-breakings, ribbon-cuttings, and grand openings held throughout the year show the real impact of the programs administered by AHFA. Hearing mayors and city leaders describe the benefits of our contributions to their communities, and meeting residents whose lives are improved by living in apartments we helped finance, gives meaning to the work we do all year long.



Connecting the Development Community

AHFA provides multiple opportunities for developers, builders and other stakeholders to provide input on its programs and combine their expertise. Public hearings, comment periods, workshops and more help shape our programs to best meet the needs of Alabama renters. We recognize outstanding management staff at AHFA-funded multifamily housing developments with the Manager of the Year award, now in its 27th year. We are also expanding our popular "Developer Tips for Success" series, in which seasoned developers share their history and lessons learned with those who are newer to the housing development industry.



Auditing for Compliance

AHFA's compliance staff periodically inspects each development receiving HOME funds and/or Housing Credits to ensure that it is operating in compliance with all regulatory and program requirements. Monitoring procedures may include mail-in audits, on-site visits and review of tenant incomes, rent records and living conditions. Our team performed 293 inspections in FY2024.

Click any linked photo for more information