

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

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 awards@ncsha.org or 202-624-7710.

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			

Four Decades of Partnering, Promoting and Preserving

For 40 years CalHFA has invested more than \$20 billion to help more than 155,000 families buy their first home with a mortgage they can afford. The Agency has also invested more than \$3 billion for the construction and preservation of more than 44,000 affordable rental housing units to assist very low and low income Californians.

What began with a dozen employees, \$750,000 in funding and a few hundred loans has blossomed into a nationally recognized housing lender with nearly 300 employees that finances affordable housing throughout California with a wide variety of loan products for low and moderate income single family buyers and low income or special needs renters.

To celebrate such a momentous occasion, CalHFA began a six-month effort to highlight and promote our successful history with a goal of educating our current partners, stakeholders and staff on the valuable history of CalHFA.

Logo Modification

First we modified our logo to incorporate the 40th anniversary. Additionally, we included the tagline of what had remained consistent within our Agency throughout the four decades, “Partnering, Promoting and Preserving” housing opportunities. **(See Figure 1)**

State of the Agency All-Staff Meeting and Picnic

Our annual all-staff meeting and picnic was themed with our 40th Anniversary. Our State of the Agency meeting was organized into four segments each representing a different era in time. A Marketing staff member, dressed in various decade-appropriate costumes, came out on stage to the music for the decade and presented a historical look at CalHFA for the 70s, 80s, 90s and 2000s. The show was entertaining, engaging and received many positive comments from staff. Following the historical walk down memory lane, the executive director addressed the staff and spoke about the future of CalHFA.

Once the all-staff meeting had concluded, the staff gathered in a nearby park for a picnic including food, games, and fun. At the picnic, we used this opportunity to display a museum that held mementos, photos and videos of our 40 year history from old t-shirts & caps to the very first bond certificate for \$100,000,000 that started our existence.

(See Figure 2a – 2e)

Social Media Campaign (#CalHFA40)

For our social media campaign we created and used the hashtag #CalHFA40 and throughout the six months we shared historical facts about the Agency using the hashtag.

(See Figure 3)

40th Anniversary Video

We created a video to share our 40th Anniversary with staff, stakeholders and general public. The video commemorates four decades of partnering, promoting and preserving safe, affordable housing for Californians by the California Housing Finance Agency (CalHFA). The historical perspective commences with two Senators' and one Assembly member's efforts to pass legislation, signed by Governor Edmund G. Brown Jr. to create the independent state agency in 1975. The agency's 40 year journey is told by following a timeline of key developments from programs, properties and to navigating challenging market conditions during turbulent economic conditions, while highlighting the agency's achievements. For staff to watch and reminisce with their coworkers, we set-up a TV monitor in our museum and ran the video throughout our picnic.

(See Figure 4 and Link to Watch the Video)

CalHFA History Timeline

The element that was used throughout the entire campaign, from social media posts to the video and even served as the foundation of our Annual Report, was the History Timeline. After all, it is events of our past that has made us who we are today... and it will be the building blocks of our future successes. **(See Figure 5)**

The celebration of 40 years successfully educated our target audiences about where we came from, where we've been and where we expect to go from here. It motivated staff and gave them a sense of pride to work for CalHFA.

The Logo



Figure 1: CalHFA 40th Anniversary Logo

All-Staff Meeting & Picnic

Photo Boards were displayed in the museum during the picnic



Figure 2a: CalHFA 40th Anniversary Museum Boards

All-Staff Meeting & Picnic

Displayed in the CalHFA museum was this very first bond certificate for \$100M, which set CalHFA in motion.

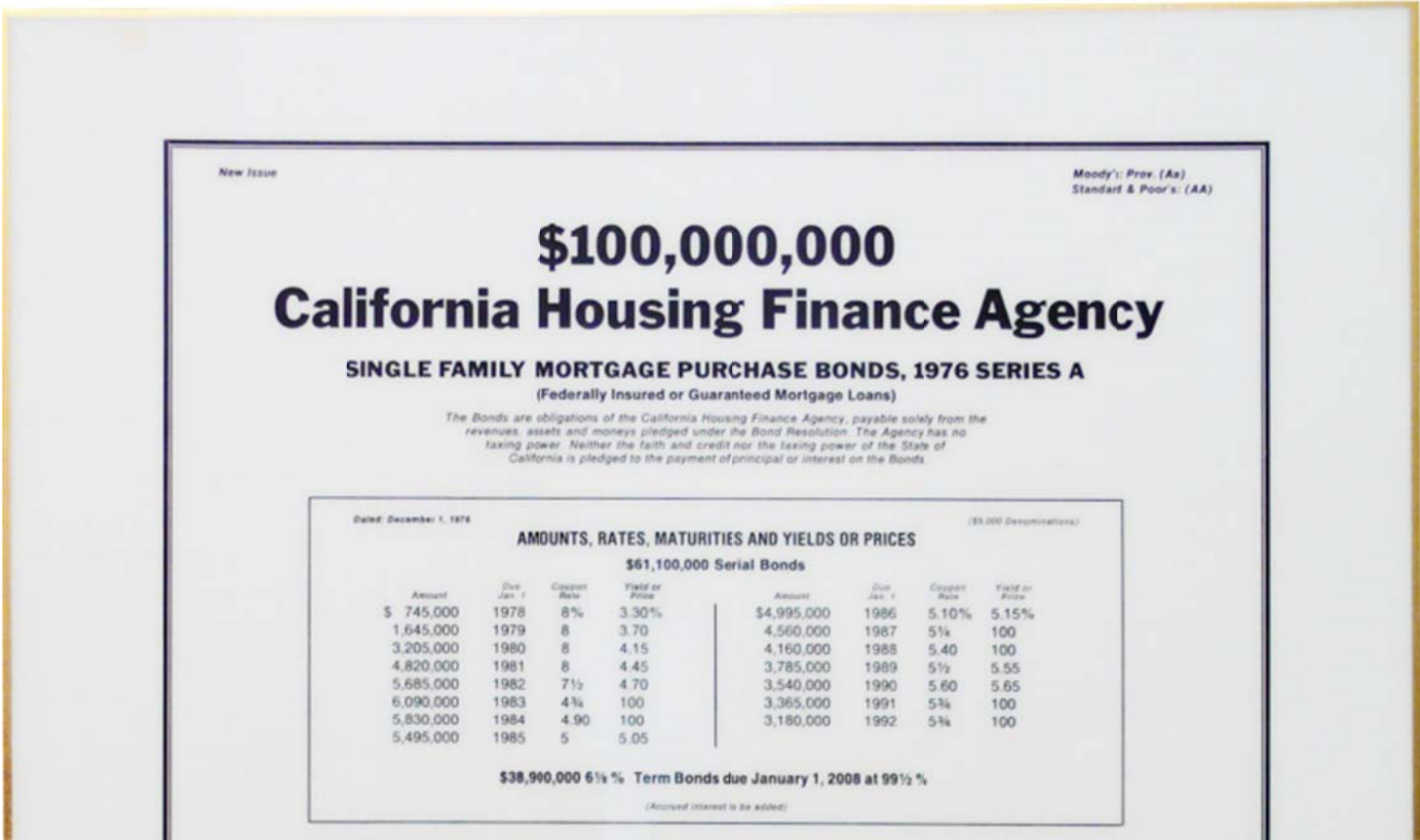


Figure 3b: CalHFA 40th Anniversary Museum – First Bond for \$100M

All-Staff Meeting & Picnic

Decade Boards, 6 ft. tall, were used during the all-staff meeting and display for each decade being discussed during the show.



Figure 2c: CalHFA 40th Anniversary Decade Boards

The stage of the all-staff meeting displaying the 'Decade Boards' which highlighted key milestones in CalHFA's history



Figure 2d: CalHFA 40th Anniversary All-Staff Meeting stage with Decade Boards

All-Staff Meeting & Picnic

Staff visiting the CalHFA Museum at the picnic



Figure 2e: CalHFA 40th Anniversary Museum at the Picnic

Sample Posts from Hashtag Campaign (#CalHFA40 Facts)

BCSH Retweeted
DownPaymentResource @dwnpmtresource · 8 Dec 2015
Congrats to @CalHFA for 40 years of preserving affordable housing! #calhfa40

40 Years of CalHFA
This video commemorates four decades of partnering, promoting and preserving safe, affordable housing for Californians by the California Housing Finance Agen...
youtube.com

Sofia Gutierrez and 5 others follow
Trina Laird @trinalaird · 1 Dec 2015
#Congrats to California Housing Finance Agency celebrating 40 years of lending with a purpose #CalHFA40 businesswire.com/news/home/2015...

CalHFA @CalHFA · 27 Oct 2015
#CalHFA40 Fact: We're proud to say we've helped #PropertyManagement across #California preserve quality #affordablehousing since 1975.

CalHFA @CalHFA · 17 Sep 2015
#CalHFA40 CalHFA has helped 151,000 families buy homes since 1975.

CalHFA @CalHFA · 21 Aug 2015
#CalHFA40 fact: The first multifamily development we funded included 50 units for seniors, built in 1978. Happy #NationalSeniorsDay!

CalHFA @CalHFA · 18 Aug 2015
#CalHFA40 fact: Jan 1977, CalHFA completed its 1st single family home loan, beginning our efforts to help Californians afford to buy a home.

CalHFA @CalHFA · 8 Jul 2015
#CalHFA40 fact: Nov 18, 1975, in room 2170 of the Capitol CalHFA's Board of Directors held their first meeting & approved 1st business plan.

CalHFA @CalHFA · 1 Jul 2015
#CalHFA40 fact: June 27, 1975 @JerryBrownGov signed the Zenovich-Moscone-Chacon Housing and Home Finance Act, which created CalHFA.

CalHFA @CalHFA · 1 Jul 2015
For our 40th anniversary, we'll be sharing some fun facts about CalHFA over the next several months. Stay tuned... #calhfa40

CalHFA @CalHFA · 30 Dec 2015
Before we close out 2015 and our 40th celebration, take another look at the 40 Years of CalHFA video.

40 Years of CalHFA
This video commemorates four decades of partnering, promoting and preserving safe, affordable housing for Californians by the California Housing Finance Agen...
youtube.com

Figure 3: CalHFA 40th Anniversary Social Media Campaign

40th Anniversary Video

<https://youtu.be/I4GQ2P7TI7E>



Figure 4: CalHFA 40th Anniversary Video

History Timeline

This timeline was used to highlight milestones in CalHFA's 40-year history.

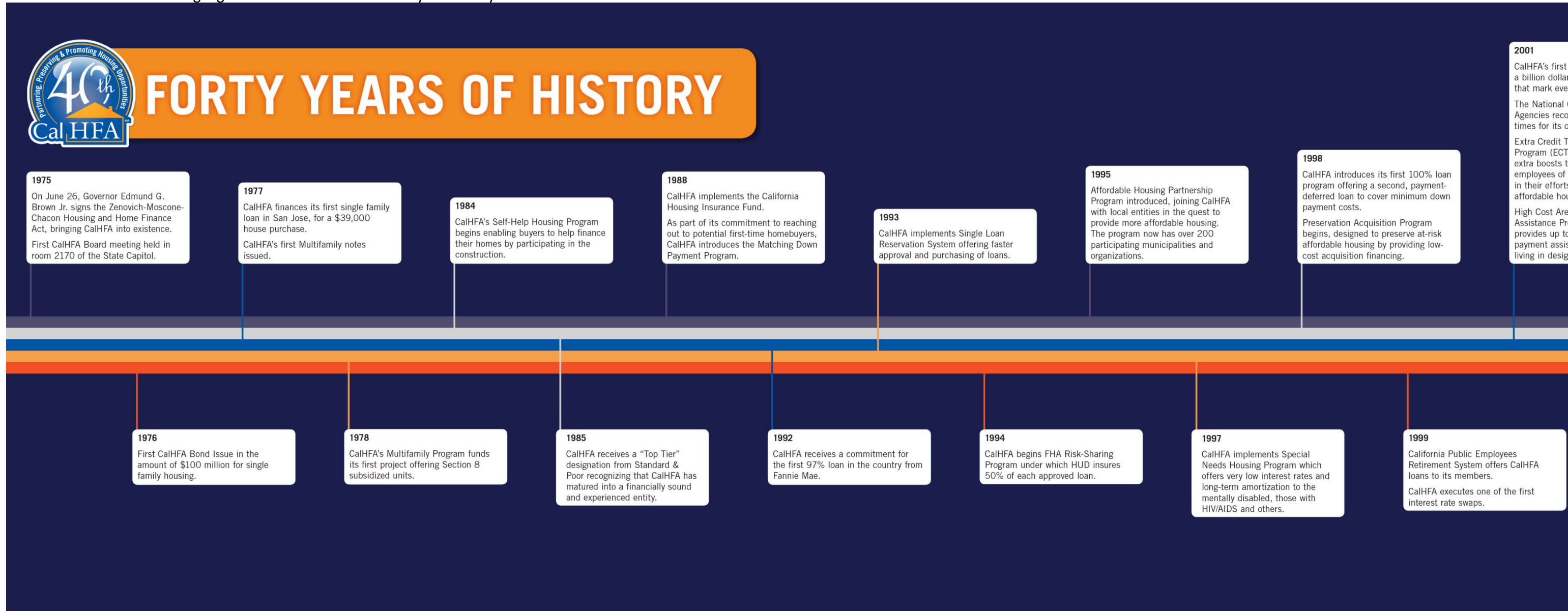


Figure 5: CalHFA 40th Anniversary Timeline

