

2018 Community Report: Mission Elevated

Colorado Housing and Finance Authority

Communications: Annual Reports

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Summary

CHFA's 2018 Community Report gives readers a glimpse into the lives of our customers and how our mission has impacted them. Alongside these stories, we share quick facts and summaries of accomplishments that shaped 2018. Our primary goal was to show our mission and vision in action through the viewpoints of those we serve and easy-to-reference results.

Objectives

Communicate effectively:

We have found that to effectively communicate our mission and an entire year's worth of accomplishments, our community report must include all key information, conveyed in a way that is inviting and manageable. This was accomplished with the report's layout designs and bold colors, along with brief, focused narrative.

Emphasize customers:

Key to the report's effectiveness was allowing the voices and images of our customers to signify our mission at work. Our front cover features customer photos to set this tone but we chose to take it one step further by creating a cover extension. The inside cover introduces 2018 with our mission and financial investment breakout, then opens out to a spread featuring our vision, surrounded by engaging photos and quotes of various CHFA customers. This intentionally symbolizes that *people* are what's behind our investment and powering our mission. The spread also extends to capstone our report on the inside back cover. In addition, we aimed to improve our readers' connection to our customers by choosing to feature the same customers on the cover, as we profiled inside the report. The customer profiles inside feature photos, summaries, and pull quotes.

Showcasing diversity was very important to demonstrating how CHFA is striving to realize its vision that everyone in Colorado will have the opportunity for housing stability and economic prosperity. Our customer focus celebrates gender and ethnic diversity, geographic reach throughout Colorado, and people served through our three primary lines of business (homeownership, rental housing, and business finance) and corporate giving investment.

Illustrate need:

Highlights in our report on annual production, increased demand for services and resources, and advancement in public policy, all reflect Colorado's significant affordable housing needs. In addition, to conclude the report, we spotlighted Colorado's affordability gap with simple, compelling market data that shows the gap between income and housing costs in Colorado.

Invite replicability:

CHFA’s 2018 Community Report can be used as a template for other HFAs to glean from when creating their annual report or other types of community impact reports. The report presents a creative, yet straightforward flow that is inclusive and well balanced.

Results

Our 2018 Community Report achieved our primary goal to communicate CHFA’s mission and accomplishments effectively and in a way that readers enjoy. We have received positive feedback from our staff on the look, feel, and content of the report. We offer the report in both print and electronic versions to meet the needs of our ambassadors and readership.

Visual Aid

Please visit <http://online.flipbuilder.com/okgc/qvov/mobile/index.html> to view the online flipbook of the CHFA 2018 Community Report. Hardcopies have also been mailed.