

# Celebrating 50 Years of Strengthening Colorado

**Colorado Housing and Finance Authority**  
Communications: Special Event Marketing

**HFA Staff Contact**

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## Summary

In 2024, Colorado Housing and Finance Authority (CHFA) executed a yearlong innovative strategic campaign to celebrate 50 years of Strengthening Colorado and demonstrate CHFA's historic investment to meet community needs. The campaign effectively engaged staff, partners, and the greater community to elevate achievements and honor the partnerships integral to CHFA's work over the course of five decades.

## Innovation and Implementation

The strategic campaign to celebrate 50 years of Strengthening Colorado was a catalyst for engagement with partners and awareness of CHFA's work throughout its history. This was achieved across projects, events, corporate giving, communications, advertising, and promotions. Specific innovative initiatives included:

### ***Colorado Changemakers book***

The *Colorado Changemakers* book is a commemorative, hardbound book featuring portrait photographs of individuals throughout the state whose work has made an impact on affordable housing and community development over the last 50 years. In the book, CHFA highlighted a total of 32 individuals who shaped CHFA's legacy as well as statewide community partners who have made a changemaking impact. Each of them were invited to CHFA's year-end anniversary celebration, where the books were distributed as a keepsake. CHFA also published the stories online at [chfainfo.com/changemakers](https://chfainfo.com/changemakers).

### ***The Buildout podcast launch***

In an effort to further highlight the stories of CHFA's partners throughout the state, CHFA developed and launched a new podcast in 2024 called *The Buildout*. Over the course of eight episodes in Season One, *The Buildout* takes listeners across Colorado and across the housing continuum, underscoring the fact that where there are housing and economic development gaps, there are hardworking, committed changemakers working to close them. The first episode, which debuted in December 2024, highlighted CHFA's 50th anniversary and historic impact. Based on listener feedback, Season Two is currently in development and planning for release in Fall 2025. Episodes are available at [chfainfo.com/buildout](https://chfainfo.com/buildout).

### ***Home is Where My Story Starts homeownership contest***

To help tell the story of how CHFA's home finance programs have positively impacted households across the state, CHFA invited CHFA homeowners to share how homeownership has shaped or influenced their life story along with an accompanying photo. Entries were collected in June 2024 as a celebration of CHFA's anniversary and National Homeownership Month, and five winners received a free home mortgage payment or \$1,000 applied toward their CHFA mortgage, whichever was greater. The winning stories and photo submissions were published at [chfainfo.com/myhome-winners](https://chfainfo.com/myhome-winners).

### **Direct Effect Awards increased**

CHFA awarded 10 \$50,000 Direct Effect Awards in recognition of the 50th anniversary. Direct Effect Awards are grants awarded to Colorado nonprofit organizations whose missions align with CHFA's, and the awards typically range from \$5,000 to \$30,000. Nonprofits who received the \$50,000 awards

demonstrated exceptionally strong alignment with CHFA's mission to strengthen Colorado by investing in affordable housing and community development.

### **#50for50 customer spotlight campaign**

Throughout the year, stories and photos of 50 CHFA customers were highlighted through the #50for50 campaign across all lines of business with promotion on internal and external platforms, including CHFA's Customer Gallery at [chfainfo.com/customers](https://chfainfo.com/customers).

### **State legislature postcards**

CHFA produced a postcard for each week of the 2024 Colorado state legislative session, each of which highlighted a different aspect of CHFA, thanking the Colorado General Assembly for establishing CHFA 50 years prior, and for their historic and ongoing support of CHFA's mission and work. The postcards were delivered to the desks of each state representative and senator at the start of each week of the session, and they may be viewed at [chfainfo.com/snapshots](https://chfainfo.com/snapshots).

### **Creation of 50th anniversary web content and interactive timeline**

The webpage, [chfainfo.com/50](https://chfainfo.com/50), created a digital record of 50th anniversary activities and strategic campaign highlights, including an interactive timeline of CHFA's history, CHFA customer highlights, legislative postcards, impact measurements, historic reports, and contest winners.

## **Strategic Objectives Achieved**

CHFA's 50th anniversary campaign helped strengthen existing partnerships while elevating awareness of CHFA more broadly and the current needs and opportunities related to affordable housing and economic development. Throughout the yearlong campaign, CHFA highlighted partnerships across its work in homeownership, rental housing, business lending, and community partnerships.

The focus of the engagement and outreach was intentional and centered on two areas to achieve CHFA's strategic objectives:

**Celebrating 50 Years:** Highlighted CHFA's longevity and showcased past achievements that laid the groundwork for the future. For audiences who may be unfamiliar with CHFA and its work, bringing awareness to its 50 years of history helped to garner interest in the organization, its impact, and its mission.

**Strengthening Colorado:** Strengthening Colorado provided the opportunity to highlight why CHFA was founded and the work done since its inception to continue to address Colorado's changing economy and needs. This was also an opportunity to speak to future goals, and the continued need for investment in affordable housing and community development across Colorado.

## **Targeted Audiences Engaged**

The campaign effectively engaged the target audiences of CHFA partners, staff, and the greater community. Enhanced corporate giving efforts allowed our partners to better serve their community. By awarding additional funds through CHFA's Direct Effect Awards, CHFA enabled its mission aligned partners to better serve the community and make an impact toward CHFA's vision.

Storytelling efforts related to the anniversary, including the *Colorado Changemakers* book, *The Buildout* podcast, and #50for50 customers, highlighted partners from throughout the state working to reduce equity gaps in rental housing, homeownership, and economic development—often in direct partnership with CHFA.

## Measurable Results Achieved

The desired outcome from the campaign to drive awareness and celebrate the work that CHFA has done throughout its 50-year history while celebrating the work of its key partners was achieved with measurable results in the following areas:

- Investments made through corporate giving specifically related to CHFA’s 50th anniversary (\$655,950) supported more than 30 mission-aligned nonprofits. The 10 \$50,000 Direct Effect Awards supported the continued impact and growth of the program. 2024 set a record for total investments made through Direct Effect Awards (more than \$2.8 million) and total organizations supported (219).
- CHFA’s social media strategy included more than 55 anniversary-related posts across Facebook, Instagram, LinkedIn, and X (over 200 posts in total). This social media content contributed to more than 200,000 total organic (unpaid) impressions on LinkedIn, and more than 82,000 total organic impressions on Facebook, CHFA’s two largest social media platforms. This impression count was a 48.6 percent increase year-over-year on Facebook. CHFA’s follower count also increased 11 percent in a single year on Facebook.
- Over the course of 2024, the 50th anniversary webpage on CHFA’s website received more than 1,000 visitors and more than 2,000 page views.
- CHFA hosted more than 500 attendees at its large-scale events where the anniversary was a prominent feature.

## Benefits vs. Costs and Using Resources Effectively

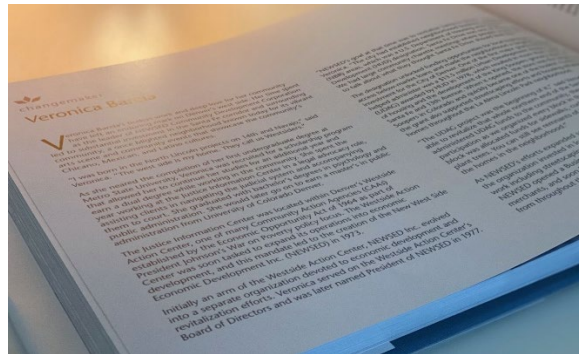
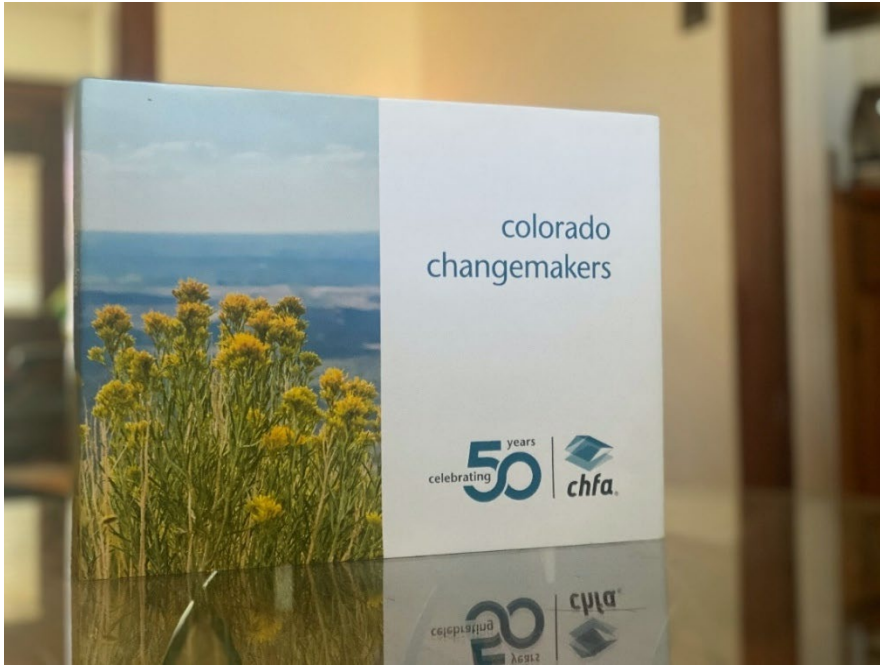
The engagement through the campaign took a cross-divisional approach to spotlight the full breadth of CHFA’s work, which in turn will enable CHFA to serve more Coloradans in the future as they learn about the programs available. The Marketing and Community Relations Division worked with the Home Finance Division, Housing Tax Credit department, Finance Division, Asset Management Division, and Executive and Strategic Management teams to coordinate events and promotional efforts.

Several projects that were undertaken as part of the campaign will continue in the future. These include *Colorado Changemakers*, *The Buildout* podcast, and a comprehensive communications strategy that illustrates impact, emphasizes partnerships, and highlights opportunities for prospective partners and customers.

## Replicability

Any Housing Finance Authority (HFA) could use CHFA’s tactics and comprehensive approach from the campaign to engage with stakeholders and raise awareness during a milestone anniversary or at any time. Through a cross-divisional approach and leveraging relationships with existing partners, tactics such as a podcast or storytelling around impactful individuals and organizations in affordable housing can amplify an HFA’s historic impact while expressing appreciation to partners and highlighting current needs and opportunities related to affordable housing.

Colorado Housing and Finance Authority  
Celebrating 50 Years of Strengthening Colorado  
Special Event Marketing – Communications





## colorado changemakers

CHFA was honored to photograph and interview individuals across the state who have made an impact in affordable housing and community development, and whose leadership, vision, perseverance, and innovation have changed the lives of Coloradans and their communities for the better. In this gallery, you will find their portraits alongside the stories they shared. You will also read stories of several individuals who have passed away, and whose impact and legacy continue to shape CHFA's work today.



Aaron Miripol

Aaron Miripol serves as the President and CEO of Urban Land Conservancy (U.L.C.), a nonprofit organization focused on acquiring, developing, and preserving real estate and physical assets to support the needs of underserved communities.



Amy Johnson

Amy Johnson serves as Executive Director for Kit Carson Rural Development, an organization addressing housing and community development needs in rural Eastern Colorado.



Bernadette Cuthair

Bernadette Cuthair serves as Director of Planning and Development for the Ute Mountain Ute Tribe (UMUT).



homeownership ▾

rental housing ▾

business lending ▾

community partnerships ▾

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## celebrating 50 years of strengthening colorado

CHFA is celebrating 50 years of strengthening Colorado by investing in affordable housing and community development.

Throughout the year, we are celebrating CHFA's impact as well as the partners who have made the work possible and laid the foundation for future efforts. We invite you to check back regularly as we continue to share stories about our customers, partners, and changemakers shaping the future.



**The Buildout**  
 Colorado Housing and Finance Authority, CHFA  
 ★ 5.0 (20) - MARKETING - UPDATED BIWEEKLY

The Buildout is a podcast from Colorado Housing and Finance Authority, CHFA, featuring the stories, people, and innovative ideas driving affordable housing and community development in Colorado.

[▶ Latest Episode](#)

**Episodes**



**APR 3**  
**The Vital Work of Affordable Housing Preservation**  
 To address the shortage of affordable housing, Colorado must do more than build new units. That's why this episode is focused on increased efforts to preserve the affordable housing that's already standing. There are two kinds of affordable housing that the state is at risk of losing: housing that is built with government subsidies, and privately owned apartments that happen to have below market rents – often referred to as naturally occurring... 23 min



**MAR 20**  
**Housing for Colorado's "Missing Middle"**  
 More and more people in Colorado's resort and rural towns fall into what's called "the missing middle." People who have good jobs, earning decent wages, but who are nonetheless struggling to afford housing where they live. They often earn too much to qualify for federal affordable rental housing programs, which limit eligibility to those whose incomes fall under a certain threshold. On the flip side, they are cost burdened by increasingly... 28 min



**MAR 6**  
**Housing Built by and for Native Americans**  
 In greater Denver, American Indians and Alaska Natives experience disparities in all forms of housing, according to a 2022 assessment. On average, they are four times more likely to experience homelessness and face high rates of rental housing discrimination. That, on top of centuries of forced migration and harmful federal policies, has led to immense housing inequities. This is why groups like Native American Housing Circle are so es... 30 min



**FEB 20**  
**Closing the Gap: Increasing Black Homeownership**  
 The Fair Housing Act, passed in 1968, outlawed housing discrimination. However, more than 50 years later, the homeownership rate between white and Black Americans remains nearly unchanged. On top of that, communities that faced discriminatory policies in the past still feel the impacts today. According to research from the University of California, Berkeley, people living in historically redlined neighborhoods are highly vulnerable to al... 22 min



**FEB 6**  
**Homelessness Part II: Rural Communities Take Action**  
 On our second episode focused on responses to homelessness, we hit the highway, away from Colorado's densely populated cities and downtowns to rural communities in the southwestern part of the state. The affordable housing crisis is just as dire in cities like Durango or Cortez, but in many cases, they face greater challenges when it comes to increasing the supply of affordable housing. When it comes to reaching people, rural housing... 31 min



**JAN 23**  
**Homelessness Part I: Responding to Urban Homelessness**  
 Housing insecurity is on the rise in the U.S. According to the most recent data from the U.S. Department of Housing and Urban Development (HUD), more than 770,000 Americans were experiencing homelessness in January 2024—the largest number ever recorded since HUD began gathering data in 2007. The main factor driving housing instability in this country is the shortage of affordable housing. Like everywhere else in the nation... 33 min



**JAN 9**  
**Getting Innovative with Modular Housing in Colorado**  
 The state's Affordable Housing Task Force says that Colorado has a housing shortage of about 325,000 units. That deficit has contributed to rapidly rising housing costs over the last decade plus. And the demand only continues to grow. How can the state keep up with that demand, while also keeping up with the cost of building and the time it takes? Innovation. From 3D-printed units to panelized housing to shipping container constructio... 29 min



**Colorado Housing and Finance Authority**

6,230 followers

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This week's **#50for50** customer story features The Atrium in Colorado Springs. Developed by Greccio Housing, The Atrium offers 54 affordable apartments serving adults aged 62 and above. It is located within a quiet residential community in proximity to a grocery store, health care facilities, and retail. Residents also have access to an onsite wellness center and multiple community spaces for gatherings and activities. CHFA was proud to support The Atrium with an award of \$834,215 in state Affordable Housing Tax Credits and \$550,582 in federal 4 percent Housing Tax Credits in 2019. [chfainfo.com/story-atrium](http://chfainfo.com/story-atrium)



