

Iowa Finance Authority
IFA Chain Reactions – FY19 Annual Report
Communications | Annual Report

GENERATING A BIG IMPACT AT EVERY LEVEL

The Iowa Finance Authority's 2019 Annual Report showcases not only at IFA's investments throughout the state, but how those investments, in turn created chain reactions throughout Iowa communities.

When our programs support an individual, family or community, a chain reaction ripples through the entire state of Iowa, changing lives and opening doors along the way. This report brought those reactions to the forefront.

The digital report showcases our annual investments in each county and state and congressional district with the click of a button.

In addition to the data being available instantaneously, that data is also brought to life from video testimonials of the Iowans behind those numbers. Viewers of the report not only hear how our programs assisted Iowans but then the chain reactions of the bigger picture because of those investments. We're proud to be a key part of the **CHAIN REACTIONS** to help build a better Iowa.

STRATEGIC OBJECTIVES

Objective 1 – Fulfill Statutory Requirement

The primary objective of the annual report was to create a communications piece that would fulfill the Iowa Finance Authority's requirement to submit an annual report to the Iowa Legislature.

The Iowa Finance Authority is required by statute to submit an annual report to the Iowa Legislature each January that outlines the agency's accomplishments in the previous fiscal year.

Instead of creating a static report to fulfill this requirement, our goal was to create a multi-functional finished product that featured:

- Annual accomplishments
- Interactive map of investments by county, congressional district and state house and senate district for each program
- Testimonials from Iowans who had benefited from our programs during the last year
- Interviews with Iowans showing the ripple effect of our programs in their communities

Objective 2 – Map it!

The Iowa Finance Authority has excellent program data; however, it is stored in many different formats and comes from many different sources.

Part of this project was streamlining the process in obtaining data. The final product was a master file which powers the interactive map on the IFA Chain Reaction web site. The data allows the user to view investments by program, county, congressional district, state house and state senate districts and even since the inception of each program – all in an easy to understand format!

Objective 2 – Make it Multifunctional

The report needed to be multifunctional, so that we could also display it on our web site, both as a full version and in parts for each program. The report also needed to have the ability to be shared on social media and in meetings with elected officials. We have already used different components of the report (maps and video testimonials) on our social media platforms and presentations to partner organizations.

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AUDIENCE

Primary: Iowa Legislators

The primary audience for the annual report was the 50 Iowa Senators and 100 Representatives that represent Iowa district in the Iowa Legislature.

WHY: Members of the Iowa Legislature are familiar with what the Iowa Finance Authority is, but they may not realize how many programs we administer, the monumental dollar amount we disperse to advance the state each year or how the programs actually translate into helping every day Iowans, like those in their districts.

While the Iowa Finance Authority is self-funded as a whole, we rely on the legislature to appropriate funding for several key programs and to provide support for our mission. It is important that we clearly communicate with legislators how our many complex programs benefit constituents in their district. Knowing that an annual report is often-times looked over and quickly dismissed, the report needed to have something to catch their attention.

Secondary: All Stakeholders

WHY: We viewed all other Iowa Finance Authority stakeholders as the secondary audience for the report, as we wanted it to be used as a showcase piece that would help Iowans view us as a part of the chain reactions that generate a larger impact in Iowa.

This audience includes Iowa's congressional delegation, Iowa Finance Authority Board members, housing developers, lenders, real estate agents, property managers, partner agencies and Iowans.

The main audience characteristic that was taken into account when developing the project plan was the vastly varying familiarity levels that our two audiences have with the Iowa Finance Authority.

Our stakeholders may be familiar with one particular program that they have interaction with, but the large majority is not aware of the wide-array of other programs that the Iowa Finance Authority administers. Other potential future Iowa Finance Authority consumers aren't at all aware of what the agency does or how our programs could benefit them, hence the need to an effective communication piece.

We also wanted to make the connection between our programs and other sectors, such as health, education and workforce and economic development to show how they all work together to enhance the quality of life in Iowa's communities.

BENEFITS THAT OUTWEIGH COSTS

The total cost of the IFA Chain Reactions project was \$15,000.

The investment totals, maps, testimonial photos and video can all be used as stand-alone features. We have showcased our programs and chain reactions on social media and will continue to feature our investment totals and maps in various presentations.

REPLICABLE

This template can be easily replicated by other housing finance agencies. We found that this mix of mapping of investments and showcase direct impact as well as ripple effects through the digital format was a winning combination. It allowed us to showcase accomplishments in a format that can be easily archived, is memorable, easy to comprehend and accessible with a click of a mouse!

Select an image to explore the Iowa Finance Authority's community chain reactions

TURNING RIPPLES INTO WAVES

IFA 2020 Rental Ripple

MARY BONTRAGER
Executive Vice President of Talent Development,
Des Moines Partnership

Affordable Rental Sparking Chain Reactions
Driving rental opportunities home.

- The average commute in Iowa is 19 minutes.
- Proximity to work, school and amenities are key factors when selecting a home.
- Public transportation and walkability near housing encourages healthy communities.

Since the beginning

17,736 permanent jobs have been created for Iowans.

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