

Iowa Finance Authority Annual Report

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Communications: Annual Report

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At the heart of the Iowa Finance Authority's (IFA) mission lies the commitment to enabling our workforce to reside near their workplaces, fostering community growth, and realizing countless aspirations through our financial programs. In our pursuit of transparency and efficacy, we've embraced data as a narrative tool in our annual report, shedding light on the individuals and communities we serve across Iowa's diverse landscape.

Beyond mere statistics, [our report](#) offers an interactive map feature, allowing users to explore program impact by county. From the number of homeowners assisted to the number of families provided rental housing, every detail is accessible at a glance. This data-driven approach is not just about numbers; it's about the stories they tell.

Users can delve into the stories behind the statistics, exploring program impacts down to the county level and year level. From assisting homeowners to providing rental housing for families, every data point tells a story of resilience and of breaking stigmas.

But it's not just about presenting data; it's about bringing it to life. Through compelling video testimonials, viewers witness firsthand the human faces behind the numbers, hearing stories of empowerment and hope. These testimonials illuminate the ripple effects of our programs, showcasing how individual assistance translates into broader community benefits.

Our annual report process has grown into a large testimonial archive activity – **this year we gathered 100 video stories** – the most ever – from Iowans we've assisted and our partners to use throughout the year on the annual report website, social media and to restock our photo archive for the year. This efficiency has brought a wealth of ripple effects in having an annual refresh of assets of all types.

Beyond storytelling, our data-driven approach serves strategic objectives. It enables policymakers and community leaders to make informed decisions, grounded in real-world impact. For Iowa legislators, our report bridges the gap between program intricacies and tangible benefits for constituents, fostering support and understanding.

Strategic Objectives

- To allow policy makers and community leaders the ability to make data-driven decisions.
- To communicate stories of who IFA has helped over the past year to our external stakeholders.

Going the extra mile past the high-level statistics, such as the amount of Iowans helped in 2023, we included a map feature of all 99 counties with a search function. Users can click on or search for their county, which will reveal various statistics, including the totals of the following:

- Total homeowners assisted
- Military service member assisted
- Number of families assisted through rental programs
- Iowans assisted by homelessness programs
- And more!

The search function allows users to be more specific by being able to view our program data by county, congressional district, state house and state senate districts.

The data-gathering process begins by acquiring annual data, including the information of every Iowan that used their program such as contact information, address, etc. The data is then uploaded, in conjunction with an outside data partner, to the annual report website where it is sorted and programmed to display on the map feature. This way, every Iowan that came to IFA for assistance in the last year is represented.

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.

Audience

With the primary audience being Iowa legislators, we aim to bridge the gap between our programs' intricacies and their tangible benefits to constituents. By showcasing the breadth and depth of our initiatives, we seek to garner support and understanding from key stakeholders.

However, our report isn't just for legislators. It serves as a resource for all stakeholders, from housing developers to real estate agents, showcasing the ripple effects of our interventions and inviting collaboration in our mission to enhance Iowa's quality of life.

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 – individuals from their district alongside aggregate data for their district.

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.

Results | Benefits That Outweigh Costs

- The annual report has many years of data and has grown into a robust tool for tracking IFA investments by area as well as lowans assisted -it's receives an average of 2,000 views upon each launch and stakeholders inquire when it will be updated.
- The operations efficiency built into the annual report process, of gathering 100 stories preparing for the annual report has proved to be time-saving throughout the rest of the year and provides a much needed reset in assets.
- Communities are able to use this tool to make data-driven decisions and communicate to the people they serve. Our annual report site serves as a hub for communities to see and communicate how IFA has impacted them, areas that need more focus and where we are excelling all through the utilization of data. The goal is to also save counties funds by providing them with a free research tool to cite in their reporting.
- The cherry on top to the valuable data provided by IFA are the dozens of sharable stories for social media and our website. We are able to communicate to external audiences about our programs in an impactful way by hearing the stories of real people behind the numbers.

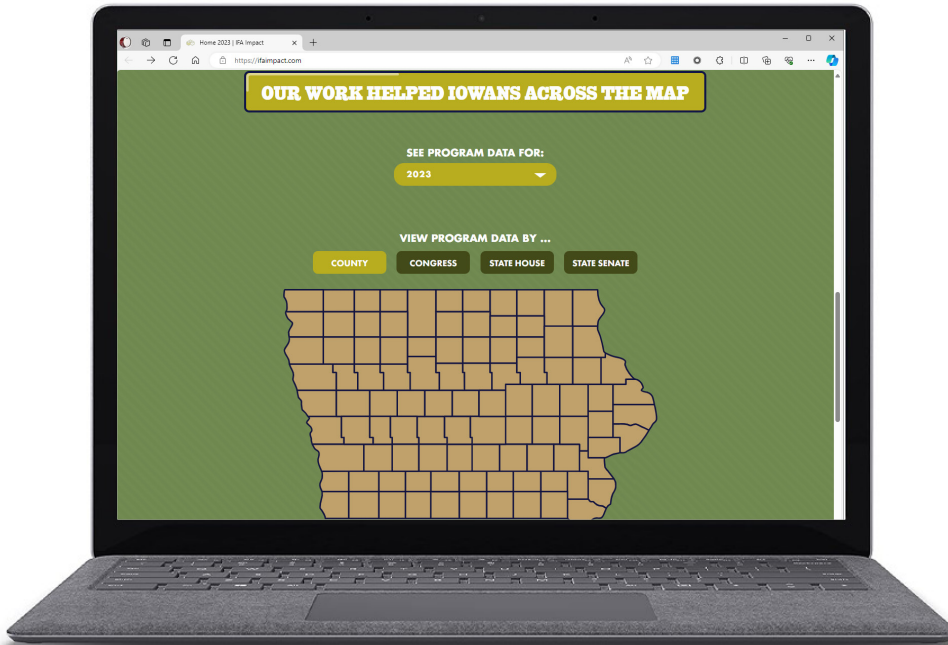
Replicable

Our approach is not only impactful but also replicable. Other states can adopt similar strategies, incorporating data into their annual reports to enhance transparency and engagement. By fostering closer relationships with communities and stakeholders, they too can unlock the full potential of their programs and initiatives.

IOWA FINANCE AUTHORITY FISCAL YEAR 2023 ANNUAL REPORT



IOWA FINANCE
AUTHORITY



HOMELESSNESS ASSISTANCE

“If it hadn’t been for YSS, my life might have taken a drastically different path during my darkest moments. Their support was instrumental—I obtained my CNA certification, honed my budgeting skills, and prioritized my mental well-being. Without question, YSS not only changes lives but saved mine.”

Maranda Jurado, Marshalltown
Grad Student



“Thanks to Frontier Co-op’s Breaking Down Barriers program, I’ve found my footing again. Today, I have my own home, a reliable vehicle, and a sense of stability. The prospect of owning a house, something I once only dreamed of, now feels within reach. Frontier has truly transformed my life, and I’m forever grateful.”

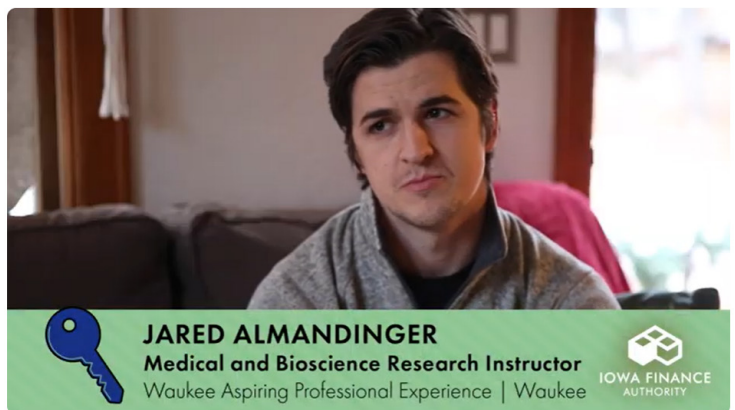
Alisia Weaver, Norway
Frontier Co-op



HOMEOWNERSHIP

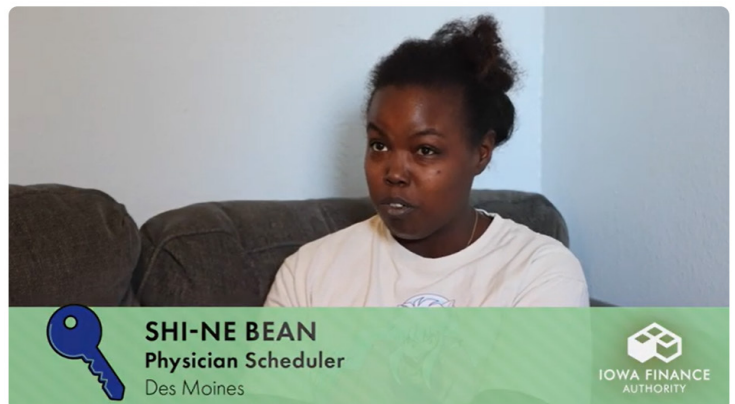
“The Iowa Finance Authority will always be a part of my story as I was able to purchase my first home through their down payment assistance program. I proposed to my girlfriend on the front steps and now it’s where we’re beginning our life and dreaming of the future.”

Jared Almandinger, Des Moines
Medical and Bioscience Research High School
Instructor



“Becoming a homeowner was a dream I never dared to believe in. Yet, here I stand, brimming with pride for what I’ve achieved for my family. Now, with six of my family members eagerly stepping into this realm of first-time homeownership, our hearts overflow with gratitude and joy.”

Shi-Ne Bean, Des Moines
Physician Scheduler



IOWA TITLE GUARANTY

“Iowa Title Guaranty is extremely accessible. And when you look at Iowa Title Guaranty’s fee structure compared to title insurance, there’s a world of difference. It’s making it affordable for Iowans pursuing the dream of homeownership.”

Randee Slings, West Des Moines
President, Iowa Title Company



RANDEE SLINGS
President

Iowa Title Company | West Des Moines



“Iowa Title Guaranty invests back into the community through programs for first-time homebuyers and affordable housing. Iowa’s titles are the cleanest in the nation for a reason, and Iowa Title Guaranty is what makes that possible.”

Scott Hall, Des Moines
Attorney



SCOTT HALL
Attorney

Carney & Appleby Law | Des Moines



“Iowa Title Guaranty is an amazing benefit to Iowa homeowners because it keeps title prices low and then that money helps fund programs like Iowa Finance Authority’s down payment assistance program. The lower entry cost to buying a home benefits Iowa homebuyers with those funds going to programs that really help people get into the housing market.”

April Holden, Cedar Rapids
Mortgage Lender



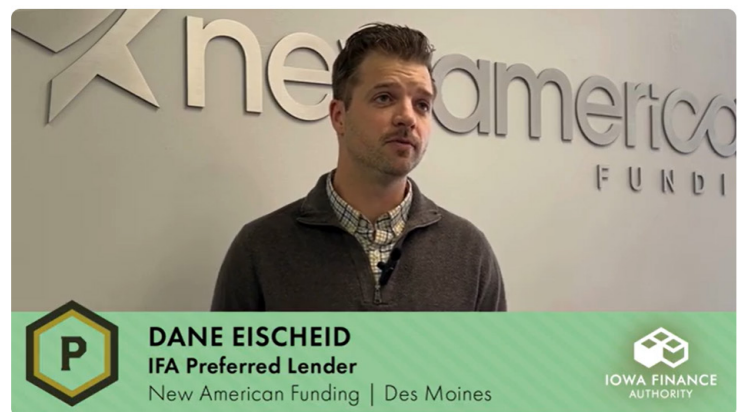
APRIL HOLDEN
IFA Preferred Lender

Residential Mortgage Network | Cedar Rapids



“Iowa Title Guaranty is good for homebuyers and good for Iowa.”

Iowa Mortgage Lenders



DANE EISCHEID
IFA Preferred Lender

New American Funding | Des Moines



“When we went to refinance our home we discovered that the previous owner’s ex-wife was still on our deed. When it was suggested to me to contact Iowa Title Guaranty it took a matter of weeks for them to resolve the matter. I’ve benefited first-hand from ITG and I’m sure to communicate these benefits to homebuyers that I work with.”

Allison Langan, Davenport
Homeowner and Realtor®



RENTAL

“Moving from Virginia to Iowa was a pivotal decision for my family, driven by the promise of affordable housing and new opportunities. Settling in Coralville, our dreams started to unfold: I earned my degree and secured a role as a Respiratory Therapist Assistant at a nearby hospital. Equally rewarding, our three young children are blossoming in our nurturing and secure apartment community.”

Shahd Osman, Coralville
Respiratory Therapist Assistant



“I’ve transitioned from bouncing between shelters to finally finding a stable haven for my children and me. This apartment has provided the stability and security we’ve longed for, granting us a place to truly call home. My next aspiration? To own a house of our own, complete with a gated yard where my kids can finally have a furry companion.”

Florence Thompson, Muscatine
Food Service Worker



STATE HOUSING TRUST FUND

“The folks at Habitat for Humanity became like family to me during the construction process. Thanks to their guidance, I now have a home that’s accessible for Kendall. Since moving in, I’ve witnessed a profound transformation in her quality of life, filling my heart with immeasurable gratitude as a mother.”

Nikki Cunningham, Knoxville



“We were certain that Maquoketa was where we wanted to establish our roots and this home perfectly met our criteria, offering not only the ideal setting but also room for our kids to play freely. Having financial assistance for the down payment made all the difference, enabling us to build strong neighborhood connections and create a wonderful environment for our growing family.”

Justin & Kimberly Hayward, Maquoketa
Maquoketa Community School District

