

# Our Purpose, Our Promise, Our People

**Mississippi Home Corporation**  
Communications: Annual Report

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## Summary- Annual Report

Each year Mississippi Home Corporation has the honor to work closely with state housing professionals, our congressional delegation, and state elected legislators to improve housing initiatives in our great state. As we round out each year, we reflect on the changes made and outcomes produced by working together to make vital impacts in our industry. To do this we created a new annual report that houses all measurable outcomes of services we provide, new programs implemented throughout that year, and an overview of what we offer here at MHC. This document's format has been extremely valuable in presenting this information to our partners. The annual report is available as a tangible printed item as well as a digital interactive presentation which can be [viewed here](#). Though many would argue that the electronic version is the way to go, many congressional members and legislators have said they have more of an appreciation for the printed item. With that being said, we created a version for those who prefer print and those who choose the electronic route. The design is structured into three sections conveying *our people, our purpose, and our promise*. Our people paint a picture the overall makeup of Mississippi. Our purpose explains what we strive to do here at MHC, and lastly our promise lists the outcomes we produced through our programs and restates our promise to provide housing finance products not available from other sources and our goal to evolve our products to fit current and emerging needs throughout Mississippi. All in all, this piece is an extremely useful educational tool that has proven beneficial to our partners.

## The format is replicable

Though our new design is a significant change from our old annual report, this presentation's look and functionality is replicable for any Housing Finance Agency. This piece was visually done in house by our graphic designer and information/statistics were gathered by MHC staff employees.

## Target Audiences

The target audience with this piece is congressional delegate members, state elected legislators who serve on our oversight committee, and housing professionals including realtors, lenders, bankers, and developers. The focus behind this piece remains to demonstrate *our people, our purpose, and our promise* to enhance Mississippi's long-term economic viability by financing safe, decent, affordable housing and to help working families build wealth.

This piece is presented to members in our target audience yearly and works to help them visualize good works we have done at MHC throughout the previous year. It serves as an educational tool that shows what we can offer to constituents in their communities, and it also opens dialogue of change to produce more positive outcomes in the state.

We've seen this piece start the conversation for ways to adapt programs to meet the needs of certain areas in Mississippi. We have also seen the piece encourage legislators to support and back certain legislative agenda items that they previously might not have supported.

One unique item in the report is a map of the state which shows how many counties we were able to serve with our most popular programs in that given year. The legislators appreciate this map as it shows them specifically impacts made in areas they are elected to serve.

The layout easily demonstrates to the target audience who we serve, why we do it, and what we did to impact the industry in Mississippi.

### **Results:**

This report was used throughout the year as an instrument to help Mississippi Home Corporation communicate our mission to elected officials and our housing partners. We have seen this piece change legislators' minds on supporting legislation. We have also seen it increase engagement across the board from elected officials who might not have had a special interest in housing initiatives previously. It has proven extremely valuable during LEGCON visits and during meetings with the state housing oversight committee.

### **Benefits vs. Costs**

This presentation is extremely expensive as production and printing is done in house. The electronic version also is done at no costs. Therefore, benefits significantly outweigh the costs. All in all, this annual report effectively communicates MHC's achievements and mission to enhance affordable housing in the state.