

Greetings from New Jersey Housing and  
Mortgage Finance Agency:  
2018 Annual Report

**New Jersey Housing and Mortgage Finance Agency**  
Communications: Annual Reports

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## **Achieve strategic objectives**

The real impact of the New Jersey Housing and Mortgage Finance Agency (NJHMFA) is heard and felt through the people the Agency and its programs serve.

Greetings from New Jersey Housing and Mortgage Finance Agency: 2018 Annual Report presents those stories from residents around the state. Whether it's a mixed-use, mixed-income waterfront building in a borough in search of redevelopment or seniors on tight incomes who have found new homes in a historic hospital adapted for reuse, the report vividly recounts NJHMFA's very busy 2018 for key audiences such as New Jersey legislators, local officials, residents and other stakeholders.

With a myriad of programs serving first-time homebuyers to special needs residents, and funding opportunities through bonding, down payment assistance, conduit funding and Low Income Housing Tax Credits, the goal of the report was to clearly present NJHMFA's impact on New Jersey residents and communities, and its role in the state as the definitive housing finance agency. Although the Agency receives no state funding, it is accountable to bondholders, state officials and residents as a vital state agency in the planning and funding for affordable housing in New Jersey.

The report is designed as a series of postcards, highlighting Agency accomplishments in 2018 and includes a tearaway return post card as a final page to be mailed in requesting additional program information.

The report demonstrates the realistic face of affordable housing in New Jersey: innovative and inspirational clean, modern designs providing homes for families, seniors and residents with special needs. It presents a graphic overall presentation of production numbers highlighting key programs and populations served

The report was produced in print and posted online on the NJHMFA website using digital publisher Issuu to allow flipbook style reading.

A separate companion interactive and responsive site, available at [njhousing.gov/2018annualreport](http://njhousing.gov/2018annualreport), links to the full report and offers a snapshot view of the people and programs highlighted as well as the ability to send in comments. The single-page format makes it easy for users to not only share the annual report site, but scroll through the different features without getting lost.

## **Reach targeted audiences**

A key audience for the annual report are 120 state lawmakers whose constituents benefit from NJHMFA's programs, whether as first-time homebuyers; working families and seniors in need of housing that is affordable, or special needs residents in search of affordable, supportive homes in the community.

Other important audiences are NJHMFA board members, current and potential developers and lending partners, local officials and New Jersey residents.

## **Provides benefits that outweigh costs**

The total cost of the annual report, which was produced in-house, was under \$4,000. Careful consideration was given to the type of paper stock, in keeping with the character of the report, as well as the overall production.

After sharing the initial report through social media, including Facebook and LinkedIn, many of the report's statistics, programs and stories from New Jersey residents who have benefited from NJHMFA's programs will continue to be retold throughout the year as individual features on the NJHMFA website, social media, and through NJHMFA board and other presentations.

The annual report will also be used in meetings with local, state and Congressional lawmakers to highlight the depth and impact of NJHMFA's various programs for their residents, and serve as models for expansion or future policies.

The accompanying interactive feature, also produced in-house, used an open source program that would present the report in a reader-friendly format.

## **Achieve measurable results**

An email announcing the report's debut with a link to the interactive site was immediately sent to over 9,000 recipients including NJHMFA lenders, all 565 mayors, NJHMFA board members, developers, Realtors, potential home buyers, housing authorities, property managers and special needs contacts.

When the report was announced and posted on social media, the response was immediate: "We are so thankful to our partners who allow us to do what we do, better and bring a HOME for possibilities to those who need it most," posted one of NJHMFA's longtime development partners.

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One resident searching for affordable housing was drawn to a highlighted development as well as the Agency's Down Payment Assistance Program and immediately reached out for more information.

The print report will also be sent all of the state's 100 lawmakers, and other key state officials, such as the Governor.

# Annual Report Announcement Social Posts

## Facebook

 **New Jersey Housing and Mortgage Finance Agency**  
Published by Hootsuite [?] · May 1 at 12:25 PM · 🌐

Greetings from the New Jersey Housing and Mortgage Finance Agency! We're excited to share our accomplishments for 2018 and look forward to providing more housing that is affordable to New Jersey residents. View our 2018 annual report: <http://njhousing.gov/2018annualreport>



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# Annual Report Announcement Email




NEW JERSEY HOUSING  
AND MORTGAGE  
FINANCE AGENCY

*Greetings from*



*Housing and Mortgage Finance Agency*


**We're happy to share our accomplishments for 2018!**



**NEW THIS YEAR**

We're excited to share our interactive annual report, highlighting our favorite aspects of some of our programs and completed properties. Take a look and page through our digital edition!

[Check it out](#)



New Jersey HMFA | 637 South Clinton Ave, Trenton, NJ 08611

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## About Us

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Since the inception of the New Jersey Housing Finance Agency (HFA) and the New Jersey Mortgage Finance Agency (MFA) in the late 1960s, our focus has been on creating homes for families seeking affordable rental housing; developing independent living for people with disabilities; providing a stable home for seniors on fixed incomes; and providing assistance to enable residents to buy their own homes.