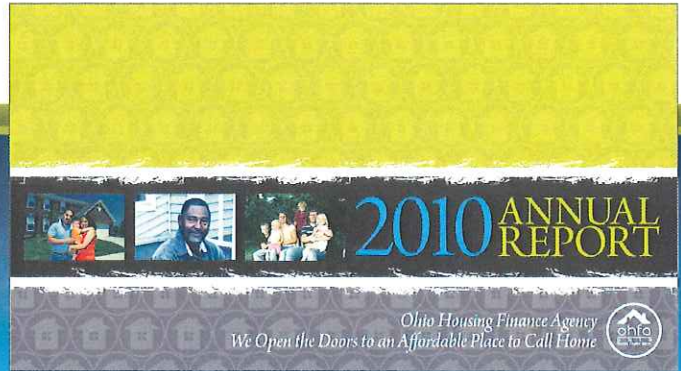


2011 NCSHA Award Nomination
Ohio Housing Finance Agency



Communications: Annual Report

Addressing Ohio's Housing Needs One Home, Community and Fresh Start at a Time: 2010 OHFA Annual Report

Douglas Garver, Executive Director
Arlyne Alston, Director of Communications
and Marketing

HFA: Ohio Housing Finance Agency
Entry Name: Addressing Ohio's Housing Needs One Home, Community and Fresh Start at a
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**Addressing Ohio's Housing Needs One Home, Community and Fresh Start at a Time:
2010 OHFA Annual Report**

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The mission of the Ohio Housing Finance Agency (OHFA) is to *Open the Doors to an Affordable Place to Call Home*. OHFA strives to succeed in its mission by providing a variety of affordable housing options for Ohio residents. Partnerships serve as a pillar in the Agency as it is through our partners that we provide access to housing opportunities across the state. OHFA creates transparency and builds trust by keeping its customers, legislators, stakeholders and partners well-versed in Agency news in order to succeed in its shared mission. The 2010 OHFA Annual Report furthered the Agency's mission by informing external partners of the Agency's activities and successes over the previous year.

The 2010 Annual Report was designed and created by OHFA staff. All images and content were provided by the Office of Communications and Marketing to create a cohesive, educational and visually appealing report. At five inches wide and 10 inches high, the document features the Agency's branded colors of cyan blue and green. Accompanying the Agency's standard colors are vibrant shades of red and orange, all used to segment the document into various sections. Amid a struggling economy and housing market, the colors served as a bright future in a bleak situation. The design set the tone for the document as hopeful and inviting to the reader.

Readers of OHFA's 2010 Annual Report immediately notice a document unlike standard reports of its kind. The document is full of images of OHFA customers -- individuals the Agency works with on a daily basis to ensure their access to a basic human right: a place to call home. The inclusion of Agency customers was imperative to the report as it provides a human touch representing nearly 11,000 Ohio families that OHFA worked with throughout the year. Photographs include an array of OHFA customers found in the diverse state of Ohio, helping to further the Agency's minority outreach program designed to garner participation in programs from underserved populations. Images were designed to further provoke emotional appeal as the image treatment resembled a personalized photo much like one would find in a scrapbook. Images feature homebuyers and renters all carrying out activities associated with home from playing in the front yard to sitting on the porch. These everyday activities provided an authenticity and genuine feel to the report, creating a more approachable and friendly publication.

The report begins with a letter from the Governor followed by a joint letter from the Agency's Executive Director and Board Chairperson. In discussing the statewide and national housing and economic crisis, both pieces represent unity between state departments and the Agency in ensuring affordable housing opportunities continue to be available for Ohioans. The letters not only set the tone for the report, they also informed the reader of what to expect and learn about various housing programs available through the Agency.

The customers featured in the images of the report previously appeared in the Agency's 2010 Annual Video found on the OHFA website. The video featured many of the quotes and statistics used in the Report, helping the Agency to maintain continuity throughout both materials. Quotes found in the video such as, "*To us, it isn't just a house. It's your home,*" served as an introduction for the report's four basic sections. Sections focused on new and existing programs in homeownership, development and preservation, and OHFA partnerships. Recognizing the diverse background of readers, the brief and concise sections provided background information and statistics on the various programs without overwhelming and losing the reader in the material.

The final section of the report features a photo of OHFA staff highlighting the quote, "*To us, it isn't just work. It's our mission.*" As it is important for the Agency to maintain transparency and build trust with its customers, legislature, stakeholders and partners, it is also essential to maintain a candid relationship with staff. Inclusion of Agency staff created a sense of pride and accomplishment in knowing that everyone plays a role in ensuring housing opportunities for Ohio's residents. Much like a puzzle, staff in each office fit together to make affordable housing opportunities possible for Ohioans. The photograph provided the reader with the faces of the individuals working to make home stability possible in the state. For Agency staff, it helped to further their sense of inclusion in the Agency.

As previously stated, the report was designed and created in-house by Agency staff. The printing cost for 500 copies was \$6,250. The report was distributed to the Governor, members of the Ohio General Assembly, legislative contacts, Agency partners and stakeholders. The publication was also distributed as a marketing and educational piece to display key milestones and successes over the year to members of the media. A link to the report was also created on the Agency's website to allow for the document to reach a broader audience. Since the report was posted to OHFA's website, the site has had more than 15,700 unique viewers each month.

The Agency's report was a collaborative effort of all Agency offices with one essential goal in mind -- to further OHFA's mission. The concise, visually-appealing and stimulating document helped the Agency maintain transparency and build trust while working to further inform the public of the affordable housing options available. Through an open, honest and accessible publication, the Agency succeeded in continuing its mission to *Open the Doors to an Affordable Place to Call Home* for Ohioans.