

# Connecting Housing and Hope

**Oklahoma Housing Finance Agency**

Communications: Annual Report

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## [Connecting Housing and Hope: 2021 Annual Report](#)



### **Existing Websites: An Innovative and Replicable Way to Present Annual Reports**

Oklahoma Housing Finance Agency (OHFA) operates on a mission of “helping place people in homes with an eagerness to serve.” Each day, thousands of Oklahomans benefit from the Agency’s diverse housing programs. This annual report serves as a way to draw attention to the impact of the Agency, despite the uncertainties faced in the midst of a pandemic. Despite everything happening in the world, OHFA remains steadfast in ***Connecting Housing and Hope***.

#### **Opportunity**

For the past several years, OHFA has published its annual report on a dedicated microsite. While this cut the cost of printing a costly publication, the annual reports could never be fully integrated, leaving them open to security issues and site bugs. In short, they served their purpose, but it was time to move toward something new. With the launch of a brand new [ohfa.org](http://ohfa.org) in June, the annual report could finally be fully connected.

#### **Objectives for the Annual Report**

- Showcase OHFA programs through features, photos, and video
- Relay financial information in an easy to read, concise format
- Reinforce OHFA’s mission

### Engaging Target Audiences

As Oklahoma’s only statewide housing organization, OHFA’s mission is “helping place people in homes.” This mission is achieved through diverse programs that finance the building, renting and purchasing of homes across the state. One of OHFA’s business goals is to provide customer education. One way this goal is achieved is through its annual report. OHFA utilizes this piece to communicate financial standings and achievements of the past year. The annual report must effectively communicate to primary audiences including housing investors, partner agencies, Board of Trustees and staff.

OHFA’s Board of Trustees received a sneak peek at the annual report with the presentation of an [introductory video](#) at their January meeting. The video was later utilized to link the annual report on social media.



A one-page scrolling page template was selected to set the annual report’s design apart from the rest of the website. To help engage visitors to the site, content was divided by topics including Homebuyer Down Payment Assistance, Rental Assistance Programs, and Housing Development Programs. Each topic includes key performance metrics a feature story, and a testimonial video. Additional features include the OHFA Gives Back volunteer initiative and information about programs launching in 2022.

### **Benefits That Outweigh Costs**

Costs to produce this annual report were nominal. They included only the purchase of a few stock images and in-state travel to cover some of the included content.

Incorporating the annual report within the existing website utilizes existing resources. It provides the following benefits:

- Content can be easily shared across other pages of the website and on social media
- Content can be discovered through the ohfa.org search tool
- The annual report is easily available for future viewing
- The annual report boasts the same security as other portions of the website
- Plugins and design elements already in place were utilized in designing the annual report

The annual report website has been viewed nearly 400 times. Its accompanying YouTube video has been viewed more than 100 times.