

A Heart for Home: 2022 Annual Report

Oklahoma Housing Finance Agency

Communications: Annual Report

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A Heart for Home – 2022 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 cost effective way to share the impact of the Agency has on the people it serves.

Opportunity

OHFA’s robust website offers the opportunity to host the annual report content within the site rather than through an external micro-site. We built upon the success of the 2021 annual report and utilized the existing format, editing it to include information from 2022.

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, elected officials, partner agencies, Board of Trustees and staff.

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 the Homeowner Assistance Fund.

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

Prior to moving the annual report to the OHFA website, extensive time was spent creating a microsite and working out all of the quirks that come with the launch of a new site. Time can now be allocated to cultivating and creating the content needed to successfully convey OHFA's mission.

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

VISUAL AIDS

[Annual Report Website Link](#)



[Homeownership Programs](#) | [Rental Programs](#) | [Housing Development Programs](#) | [Financials](#) | [2022 Annual Report Video Playlist](#)

[Return to OHFA Website](#)

Our Mission: To provide housing resources with an eagerness to serve.
Our Vision: To be the premier housing agency in the Nation.
Our Core Values: Integrity, Teamwork, Excellent Service, Leadership, and Respect

Program Impact Statistics

Program Impact

1,175

Buyers who purchased a home with the help of OHFA down payment and closing cost assistance

\$180,075

Average purchase price of homes purchased with an OHFA loan product

\$207,449,254

in home loans financed in 2022 through OHFA's Single Family Loan Program

273

Oklahoma Realtors attended OHFA's continuing education course, becoming Blue Ribbon Realtors

500+

Mortgage professionals attended a webinar to learn about program updates

142

Homebuyers utilized OHFA's special loan rates for teachers, firefighters, law enforcement, EMT, and state employees

HFA: Oklahoma Housing Finance Agency
CATEGORY: Communications
SUBCATEGORY: Annual Report
ENTRY: A Heart for Home – 2022 Annual Report

[2022 Annual Report Video Playlist](#) features six testimonial videos from OHFA customers

The image shows a YouTube playlist interface. On the left is a vertical sidebar for the playlist, and on the right is a list of video thumbnails with their titles and view counts.

Playlist Sidebar:


- Title:** A Heart for Home: Oklahoma Housing Finance Agency 2022
- Channel:** OklahomaHousing OHFA
- Privacy:** Public
- Stats:** 7 videos, 28 views, Last updated on Feb 2, 2023
- Buttons:** Play all, Shuffle
- Description:** Videos from Oklahoma Housing Finance Agency's 2022 Annual Report. Visit <https://www.ohfa.org/2022-annual-report/>

Video List:

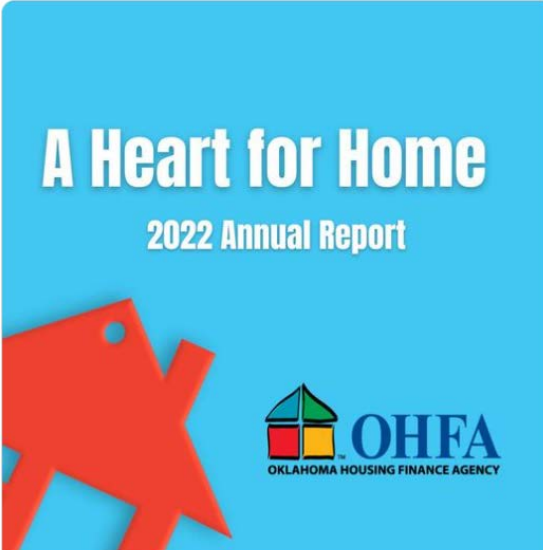
- Sort**
- Oklahoma Housing Finance Agency Accomplishments 2022**
OklahomaHousing OHFA • 57 views • 3 months ago
- Jerrica and James: OHFA Down Payment and Closing Cost Assistance Testimonial**
OklahomaHousing OHFA • 109 views • 3 months ago
- Sherry: Oklahoma Homeowner Assistance Fund Testimonial**
OklahomaHousing OHFA • 67 views • 3 months ago
- Jaya: OHFA Housing Choice Voucher Homeownership Testimonial**
OklahomaHousing OHFA • 49 views • 3 months ago
- Catholic Charities: OHFA Emergency Housing Vouchers Testimonial**
OklahomaHousing OHFA • 32 views • 3 months ago
- Alexander, Pivot Tiny Homes Resident: OHFA National Housing Trust Fund Testimonial**
OklahomaHousing OHFA • 50 views • 3 months ago
- The Village at A New Leaf: OHFA Multifamily Bonds and Tax Credits Testimonial**
OklahomaHousing OHFA • 42 views • 3 months ago

HFA: **Oklahoma Housing Finance Agency**
CATEGORY: **Communications**
SUBCATEGORY: **Annual Report**
ENTRY: **A Heart for Home – 2022 Annual Report**


Partner Facebook Share


 **Excel Development Group**
February 3 · 🌐

Check out the amazing work the Oklahoma Housing Finance Agency and its partners did in 2022! We were able to be a part of some impactful developments in Oklahoma in 2022. We're proud to be a part of The Village at A New Leaf (A [New Leaf, Inc.](#)) development that was highlighted in the annual report.



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 **OHFA**
OKLAHOMA HOUSING FINANCE AGENCY

 **Oklahoma Housing Finance Agency**
Published by Sprout Social · February 2 · 🌐

<https://www.ohfa.org/2022-annual-report/>

Oklahoma Housing Finance Agency's 2022 Annual Report, "A Heart for Home," includes accomplishments from the past year.... See more

 **Lauren Mace Durmus**
February 15 · 🌐

I LOVE Oklahoma Housing and Finance Agency's buyer assistance programs. You might be surprised at all they do. Find out more about what they did in 2022 by clicking below. Connect with me (405 367 5501) to see if they can help you too- it's not just for first-time homebuyers!



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OHFA.ORG

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