

“Where Home Takes Root” serves as the theme for the Oklahoma Housing Finance Agency’s [2025 Annual Report](#). Just as tree roots weave together in a network to thrive and grow, this annual report showcases how OHFA has helped home become a symbol of stability for thousands of Oklahomans this past year.

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 the Agency has on the people it serves.

OHFA’s website now offers the ability to host the annual report content directly on the site, eliminating the need for an external microsite.

Prior to moving the annual report to the OHFA website, extensive time was spent creating a microsite and working out the quirks that come with such a project. Time can now be allocated to cultivating and creating the content needed to successfully convey OHFA’s mission not just for the annual report but through other communications channels throughout the year.

A dedicated one-page scrolling template distinguishes the annual report from the rest of the website, while testimonial videos highlight OHFA’s impact through the voices of those most directly affected.

Objectives for the Annual Report

- Showcase OHFA programs through features, photos, and video
- Utilize a design that can be replicated year after year
- Relay financial information in an easy to read, concise format
- Reinforce OHFA’s mission

Engaging Target Audiences

OHFA uses the annual report to communicate the organizations financial standings and achievements of the past year. The annual report must effectively communicate and resonate to a diverse audience that includes, housing investors, elected officials, partner agencies, the Board of Trustees and agency personnel. The annual report is distributed through OHFA’s email lists, posted on the website, and showcased via social media posts.

Following a brief statement from OHFA’s executive director, readers immediately see a section titled “*Deeply Rooted: Stories of Home*.” This section features five in-depth stories from individuals whose lives have been positively impacted by OHFA programs including the Oklahoma Housing Stability Program, the Affordable Housing Tax Credits

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Communications/Annual Report*

Program, OHFA Homebuyer Down Payment Assistance, Family Self-Sufficiency, and Housing Choice Voucher Homeownership.

Another section, “*Where Home Takes Root: By the Numbers*,” provides key statistics and performance measures, layered over large compelling photographs that visually represent accomplishments throughout the year.

Elements of the “Where Home Takes Root” theme appear throughout the annual report, both in imagery and text.

Further leveraging technology, OHFA premiered a short video at the Board of Trustees meeting held prior to the report’s launch. The video, later published on OHFA’s social media channels, features a member of the OHFA staff as host. He leads viewers through annual report highlights and Agency accomplishments for 2025. The video was later shared on OHFA social media channels, garnering 860 views on Facebook alone.

Benefits That Outweigh Costs

The costs associated with producing this annual report were minimal. They included only the purchase of a few stock images and in-state travel. Content can be easily shared across other pages of the website and on social media platforms.

Additional benefits include:

- Content can be discovered through the ohfa.org search tool
- The annual report is easily available for future reference
- The annual report benefits from the same security standards as other portions of the website
- Existing plugins and design elements already in place were utilized in designing the annual report

Evaluation

Distributing the annual report in this manner meets its objectives of showcasing programs and financial information in a creative and clear way. The replicable design saves countless hours of production for the Agency’s one-person communications team while maintaining a high-quality presentation.

The annual report was distributed to OHFA’s email distribution lists where it received a 34% open rate. From this mailing, the Cleveland American, a community newspaper serving rural Oklahoma residents featured it in its blog.

Supporting Visual Aids



[Annual Report Preview Video](#) shown at the January meeting of the Board of Trustees

[Link to Where Home Takes Root](#)



Header Image

Deeply Rooted: Stories of Home

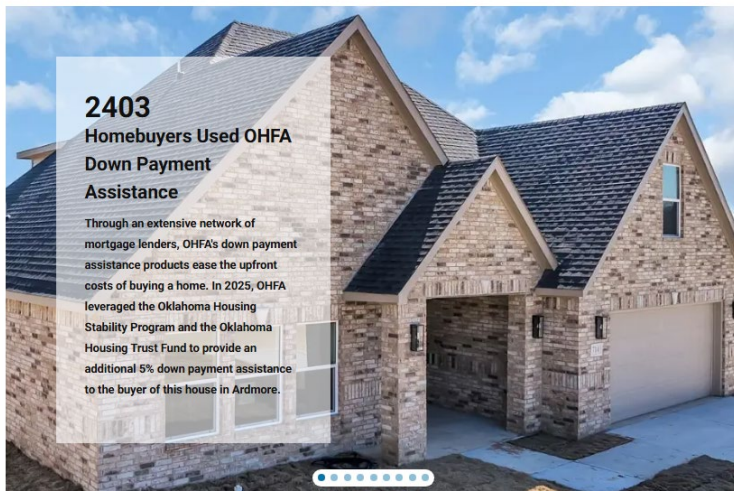


Rooted in Stability

As the widowed father of a young daughter, Antwon dreamed of a home where he and CeeCee could build memories. Habitat for Humanity of Central Oklahoma utilized a construction loan from the Oklahoma Housing Stability Program to make his dream possible. OHFA celebrated at their home dedication ceremony, as they became the program's first-ever homeowners. Antwon and CeeCee have planted roots in a thriving community and a brand new home where she can grow and flourish.

Feature Story Slider – We combined all stories into one section this year.

Where Home Takes Root: By the Numbers



2403 Homebuyers Used OHFA Down Payment Assistance

Through an extensive network of mortgage lenders, OHFA's down payment assistance products ease the upfront costs of buying a home. In 2025, OHFA leveraged the Oklahoma Housing Stability Program and the Oklahoma Housing Trust Fund to provide an additional 5% down payment assistance to the buyer of this house in Ardmore.

Statistical Slider – This represents a new way to share program statistics.

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Communications/Annual Report



Social Media Post



Cleveland American Feature Story