

Fiscal Year 2022-23 Annual Report
Wisconsin Housing and Economic Development Authority
Communications: Annual Report

HFA Staff Contact
Brenda Marquardt
brenda.marquardt@wheda.com

NCSHA Annual Awards for Program Excellence

OVERVIEW

Year after year, WHEDA has continued the tradition of designing an annual report that highlights the agency's mission, vision, and values with real-world, impactful examples. The Authority's annual report is meant to update stakeholders and reach the public to spread the word about WHEDA's work and the doors it (quite literally) opens for Wisconsinites.

CONCEPT AND DESIGN

WHEDA's current Strategic Plan was crafted to encapsulate the vision that all people in Wisconsin have an affordable place to call home, which can be achieved through the mission of helping the state thrive by expanding access to affordable housing choices. These fresh, thoughtful changes sparked a new way of thinking throughout the Authority. Employees began approaching their work from a different angle, which meant cutting-edge ideas started taking shape. In conjunction with the fast-paced industry and ever-changing times, these ideas inspired a divergent approach to how WHEDA communicates key information.

The Marketing and Communications team traditionally provided printed annual reports, in addition to an interactive online PDF in more recent editions, until Fiscal Year 2022-23. WHEDA CEO & Executive Director Elmer Moore, Jr. highlighted the advantages of shifting to a lighter annual report that really packs a punch, and decisions were made that permanently changed not only the format but the style and content as well to make the report what it is today.

WHEDA places an emphasis on increasing accessibility, which is reflected in all stages of its projects. With this focus on accessibility and the newly created approach, the Authority's Creative Services Coordinator and Web Designer collaborated to transition to a completely digital, web-based annual report. This means that anyone can access the report from anywhere, at any time. This year's edition was produced in pieces through experimental design once the initial webpage was created on wheda.com. The new format will allow for continued expansion and additional inventive features in the coming years.

View WHEDA's Fiscal Year 2022-23 Annual Report [here](#).

OBJECTIVES AND RESOURCES

The clean, simple web page begins with a header that reflects the cover of a traditional annual report and demonstrates WHEDA's wide range of work through photos of real people who have benefited from one or more of the Authority's many products. The 'People Housed' ticker immediately draws viewers' eyes down the page to make an impactful first impression and exhibit how far WHEDA has come with its priority to expand access to affordable housing choices. But as viewers will soon learn, so much work still needs to be done.

Wisconsin Housing and Economic Development Authority (WHEDA)

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Communications – Annual Report

Qualitative improvement to an existing practice

The transformational Strategic Vision is the framework for which WHEDA functions and is featured before diving further into the content to give some background and a better understanding of the organization: WHEDA puts people first; WHEDA does what *only* WHEDA was created to do; WHEDA protects housing as a core human need. Members of the Board are also featured because the Authority's impressive portfolio would not be possible without their commitment and dedication to affordable housing.

The biggest change in the annual report process was the transition from contriving every idea, element, and asset in-house to collaborating with a local small business to produce professional videos. There is an element of surprise for readers as they discover that the annual report stories have experienced their own evolution from written text to short-form, highly engaging videos. Not only did this change help to simplify and streamline processes on the backend, in addition to bringing complicated work to life, but it also keeps up with the times in a way that better captures the target audience's attention. A message from Wisconsin Governor Tony Evers reiterates the importance of WHEDA's endeavors in combination with Elmer Moore, Jr.'s summary of this past Fiscal Year and how the Authority is continuing to address the state's housing shortage.

This annual report stands out amongst the crowd because of its feature story, titled *Supportive Housing is Heaven-sent*, which truly ties together all the work done at WHEDA on a daily basis while attesting to its meaning. The story comes full circle and ends on a happy note, but it brings viewers to tears in its three minutes and 59 seconds by covering many touch points, including disability, connection, partnerships, and ingenious collaboration and funding opportunities. This particular video has been known to cause pause, give perspective, and show just how much the daily work in the affordable housing industry matters. Numbers and financial statements are also included on the web page but do not carry the same momentousness as the videos.

EFFECTIVE USE OF RESOURCES & REPLICABLE

With the current annual report housed directly on WHEDA's website, along with prior years' reports, it is incredibly easy to share across platforms – whether social media or other websites and publications. This also allows the content to be reused and reshared in different ways throughout the year to continue promoting the Authority's mission, vision, strategic goals, and branding. Marketing and Communications has the tools to promote through a webpage banner, press release, email blasts, and social media posts, to name a few. The benefit of housing video content on YouTube is that it can be embedded directly into any website, with the bonus that YouTube is a social media platform in and of itself. Additional social media posts can be as simple or elaborate as time allows for and let followers share what they connect with most.

WHEDA's approach to creating and sharing its annual report is feasible for any Housing Finance Authority and many other businesses. Anyone with a website can replicate these ideas and make modifications where needed to align with capabilities, skills, and branding. Having content built into a website also allows for easy management and tracking to measure results. The WHEDA team chose to work with a trusted business for video production for multiple reasons, but it would also have been possible to use the team's DSLR camera, microphone, lighting, and Adobe Suite which were already on hand. With many

free online resources and tutorials, any team can purchase the necessary technology and still stay on budget by filming and producing in-house. In WHEDA's case, all photos were taken around the state at various events and times over the years to be put into a repository for future use. Either way, the many benefits mentioned outweigh the costs, big or small.

Thanks to the help of *Green Clock Video Agency* in Madison, Wisconsin, the annual report process took three weeks from start to finish. Ideation, coordination, and scripts took the most time while filming wrapped in one day. The company had a quick turnaround time for edits, even with a few small tweaks and requests. WHEDA effectively used its resources to create something bigger that would have a more profound impact on its audience, while allowing the six-person Marketing and Communications team to have the capacity to work on other projects during this time as well.

VISUAL AIDS

Annual Reports

These reports feature examples and initiatives WHEDA is doing to stimulate the state's economy and improve the quality of life for Wisconsin residents by providing affordable housing and business financing products.

2023	2022	2021	2020	2019
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WHEDA's 2023 Annual Report can be viewed in the following formats:

- [2023 Interactive Annual Report Page](#)
 - [2023 Downloadable Annual Report \(PDF\)](#)
-
- [2023 Interactive Annual Report Page](#)
 - [2023 Downloadable Annual Report \(PDF\)](#)

Web page banner, ticker, and opener



People Housed: 10232

WHEDA works to transform lives, neighborhoods, and communities across Wisconsin. From financing affordable rental housing to empowering new homebuyers to helping small businesses grow—our goal is to make real, positive changes and make sure all people in Wisconsin have an affordable place to call home. The number above represents how many people have been impacted by WHEDA programs this year. The number is based on the average Wisconsin household size of 2.35 multiplied by the 4,354 units financed this fiscal year.

WHEDA's Vision, Mission, and Strategic Priorities



Our Vision:

All people in Wisconsin have an affordable place to call home.



Our Mission:

We help Wisconsin thrive by expanding access to affordable housing choices.



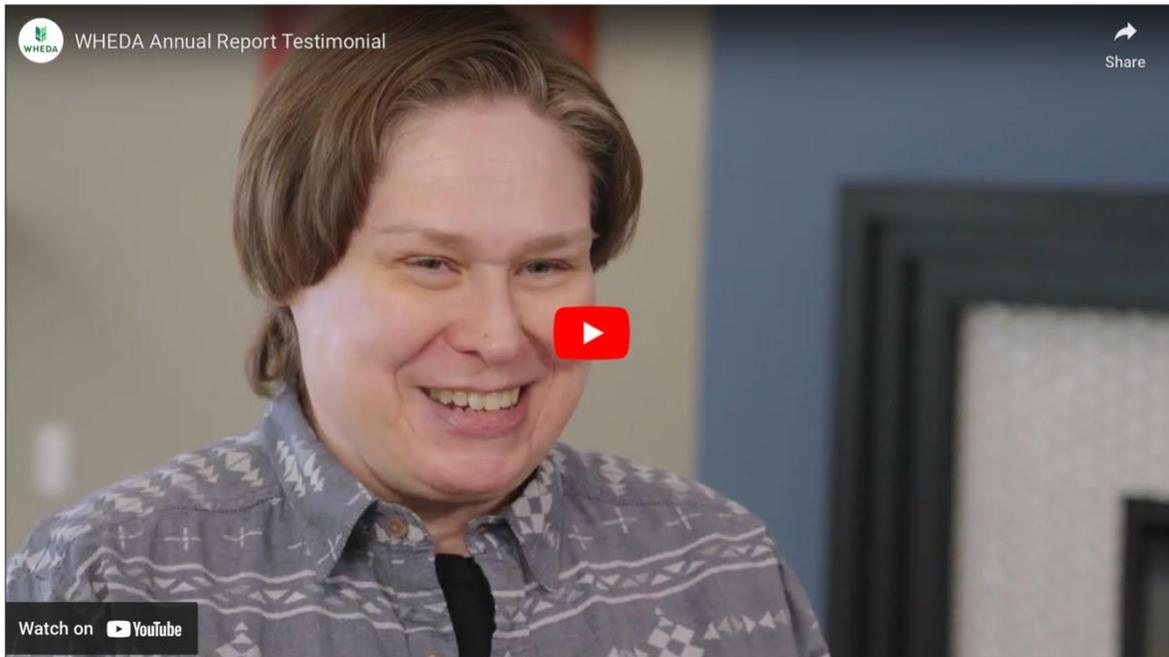
Our Strategic Priorities:

We put people first.
We do what only we were created to do.
We protect housing as a core human need.



Supportive Housing is Heaven-sent

A place to call home came in an unexpected place for one resident of Madison's André Apartments. WHEDA helped André Apartments become a reality through its housing tax credit program and other financing. Listen as Tracy Swenson talks about her inspiring healing journey following a devastating car accident and how her quest for an affordable home was undoubtedly aided by her new home's namesake, André Brown.



Videos

- [Message from the Governor](#)
- [Message from the CEO & Executive Director](#)
- [Supportive Housing is Heaven-sent](#)

Social Media Post

This past year, 10,232 people were housed thanks to our work to transform lives, neighborhoods, and communities across Wisconsin.

2023 was a big year for #WHEDA. From launching our new Strategic Vision; to administering new loan products through the Bipartisan Housing Legislation Package to increase affordable housing options; to hosting our biggest #WHEDAConference yet, there's so much to reflect on and celebrate.

Our annual report for Fiscal Year 2022-23 is now available on our website. Enjoy video messages from Governor Tony Evers, our very own Elmer Moore, and André Apartments resident, Tracy, who shares her empowering story and the importance of #affordablehousing: <https://bit.ly/3Su5955>

#HowHousingHappens



WHEDA Annual Report

Fiscal Year 2022 - 2023



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