



Request for Proposals 2009 Annual Report Graphic Design

1. Brief Company Overview:

The Federation of Appalachian Housing Enterprises (FAHE) envisions Appalachia as a place proud of sustaining its culture and environment, where growth, opportunity and hope are balanced so that all people fulfill their potential with regard to housing, employment, educational opportunity and quality of life. To this end, FAHE leads a network of Appalachian organizations to sustainable growth and measurable impact through collective voice and provides access to capital that creates housing and promotes community development.

FAHE aspires to be the largest provider of opportunity finance capital to Central Appalachia. FAHE will marshal greater socio-economic justice for Appalachian communities by serving as a conduit for financial services and by providing people with the tools necessary for greater self-determination, financial stability, and the resulting benefits such security brings. FAHE deploys its capital resources through six lines of business; mortgage lending, commercial lending, consulting services, tax credit equity funds, loan servicing, and the membership network. From FY2005-2009, FAHE has made more than \$82 million in direct investment, compared to the \$65 million invested during its first 24 years.

To learn more about FAHE visit:

- Website: <http://www.fahe.org>
- FY 2008 Annual Report: <http://www.fahe.org/files/FAHE%20Annual%20Report%202007.pdf>
- FY 2007 Annual Report: <http://www.fahe.org/files/FAHE%20Annual%20Report%202008.pdf>

2. Brief Description of the Project:

FAHE seeks graphic design services to develop its FY 2009 Annual Report. This will include consulting with FAHE to develop the theme and visual concept. Written content will be provided by FAHE to be reviewed and edited for length and grammar by consultant. Statistics will be provided to select and develop appropriate data graphics. Some photographs will be provided and supplemental stock photographs will be selected and purchased by consultant. Elements of the Annual Report include, but are not limited to:

- a. Letter from the President (1 page)
- b. Vision and Mission (1 page)
- c. Year in review (1-2 pages)

- d. Description and accomplishments for lines of business (multiple pages)
 - a. JustChoice Lending (mortgages)
 - b. FAHE Capital (tax credits)
 - c. FAHE Consulting
 - d. Commercial Loan Fund
 - e. Membership
- e. Success stories (multiple pages)
- f. Financial statements (1 page)
- g. List of Board of Directors (1 page)
- h. List of Members and locations map (2 pages)
- i. List of supporters (1 page)

Additionally, the consultant will serve as the liaison between FAHE and a print vendor. This includes gathering quotes, preparing files for press, completing any press checks, and verifying quality of final product.

3. Project Goals and Objectives:

Each year FAHE uses its Annual Report to attract and report to donors and investors. Its primary purpose is to share production and financial performance at year end (6/30/2009). FAHE's programmatic growth has been dramatic over the past five years, but is likely to be curbed slightly this year due to the slow economy.

In addition, it sets the tone for the organizational direction over the coming year. We expect to take advantage of many new opportunities that will result from the federal stimulus plan. We are encouraging our members to look beyond housing and think about how they connect to the broader community's needs.

4. Technical Requirements:

The final product should include approximately 20 pages of text, photos and graphics in a bound document, with approximately 1,000 copies delivered. Additionally the document, fonts and camera-ready electronic files are to be provided in Adobe InDesign, Illustrator, Photoshop and/or Acrobat. Color, paper and print specifications will be determined by FAHE with the guidance of the designer and print based on budget.

5. Timeline:

Proposal Submission Deadline: June 30

Select designer: July 7

Initial Concept Approval: July 31

Deliver Draft Content: August 17

First Proof: September 4
Final Proof: September 20
Project Completion Date: October 12, 2009

6. Proposal Requirements:

Proposals should include company history, number of years in business, samples of previous work, qualifications of key personnel, and references. In addition, any ideas or suggestions for this project should be outlined within the proposal.

7. Contact Information:

Proposals should be submitted to:

Jenna Urusky
Director of Marketing
FAHE
P.O. Box 908
Berea, KY 40403
jenna@fahe.org
859-986-2321 ext. 2129

8. Budget:

The total budget for this project including all consultant fees, printing expenses, sources photography, and other expenses is \$7,500.