

LOTUS CAMPAIGN

IMPACT REPORT 2023



**UNEXPECTED ALLIES
WORKING TOGETHER TO
SOLVE HOMELESSNESS**





• Our Mission

To unlock stable housing for people experiencing homelessness

• Our Vision

In every community, the Lotus Campaign model unites real estate leaders and nonprofits to dramatically reduce homelessness.

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Dear Friends,

Many of the greatest social innovations often come from a place of deep frustration and a blinding sense of optimism.

Sounds like Lotus Campaign. Our founders, who were serving on an advisory panel about homelessness and real estate, noticed that the team of experts had only one person representing the real estate industry. They wondered what would happen if an economic lens was applied to solving homelessness? They wanted to understand the detailed reasons for why landlords often would not rent to people experiencing homelessness. They called developers and landlords. Everyone had the same list of hurdles — Who's going to pay rent? My property managers aren't social workers. What happens if something goes wrong? That's when our founders went to work figuring out how to overcome those barriers through economic guarantees, financial incentives, and strong partnerships with social services organizations.

“**The result is Lotus — a partnership of unexpected allies — landlords, real estate developers, investors and the social sector working together to solve homelessness in a new way.**”

This past year, we celebrated our fifth anniversary. We expanded our Landlord Participation Program to Raleigh, North Carolina — a very different second market from our first. We grew our team and crossed a big milestone — housing facilitated for 450 individuals and families. We hosted two candid community conversations to spotlight the structural drivers of homelessness.

Our superpower is building connections and partnerships with sectors often overlooked as key parts of the solution. We may appear small, but our unprecedented approach continues to have a 97% success rate, with our impact and geographic footprint growing. We have demonstrated this model is replicable, underscoring that our mission is happening and that our approach is a win-win-win for all.

With Gratitude,



Beth Silverman
Co-Founder and Executive Director

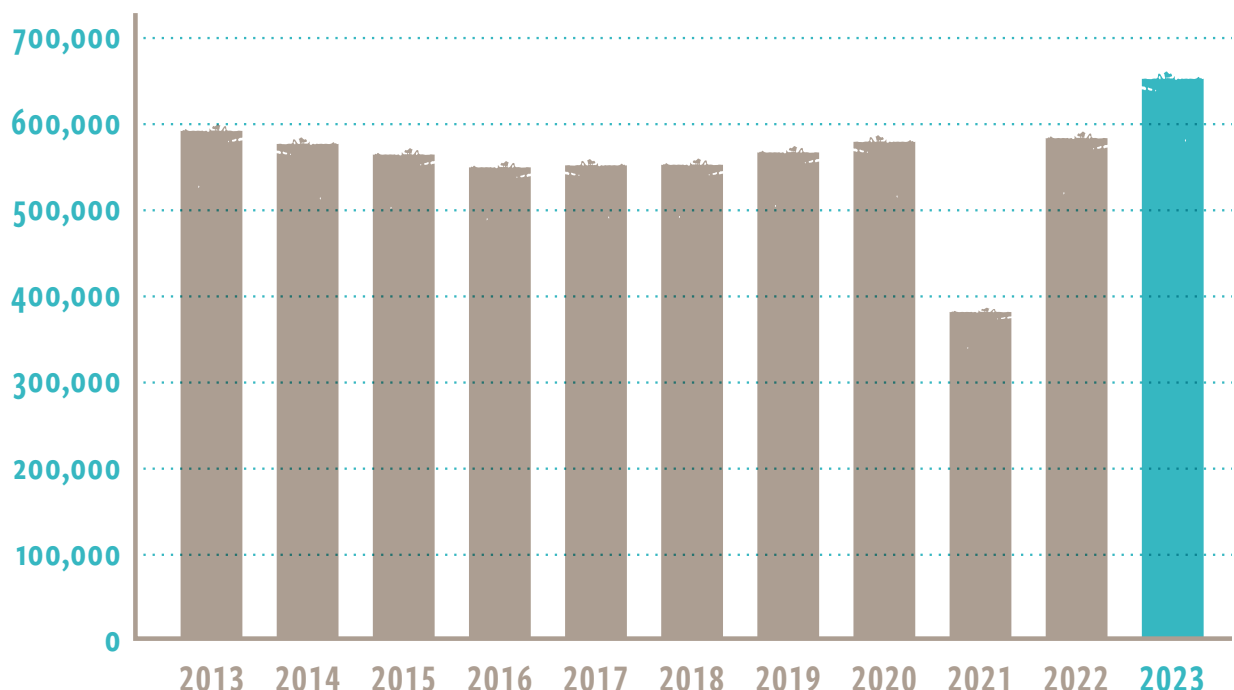
653,104

That's how many people are experiencing homelessness on any given night in the United States. More than half a million people is staggering, yet it's a fraction of reality. Volunteers count those unhoused in their communities on a single night. The method is imprecise and often leaves out those staying with family or friends or in vehicles. But even a fraction of the story tells us this is one of the most intractable problems of our time. Homelessness not only deeply harms the individuals

it impacts; it threatens progress and prosperity for all. The National Alliance to End Homelessness estimates that taxpayers spend an average of \$36k for every chronically homeless person. This social and economic issue demands a social and an economic solution. Enter Lotus Campaign. We engage the private sector and deploy philanthropy to open access to market-rate, mixed-income housing NOW without government funds or support.

Even the fraction of data we do have shows that homelessness has increased year over year.

RATE OF INCREASE IN HOMELESSNESS
2013 2023



*Data from U.S. Department of Housing & Urban Development. In 2021, under pandemic guidelines, communities were not obligated to participate in the Point-in-Time count, which explains the drop in count during that year.

MYTHS VS FACTS

To solve homelessness, we need to understand its causes. Contrary to what many people believe, the root causes of homelessness in the U.S. are not individual risk factors like illness, mental health, poverty, and poor decision-making. Rather, it's supply and demand. A core part of Lotus Campaign's mission is to dispel such myths and raise awareness about the success of our game-changing model to help solve the homelessness and affordable housing crisis.

Myth

Fact

People experiencing homelessness will always need help.

97% of sponsored residents in Lotus Campaign's Landlord Participation Program have gone on to house themselves independently.

Money is the biggest barrier to people finding a home.

There are many barriers beyond money that prevent someone experiencing homelessness from acquiring lasting housing, including proper identification, a physical address, rental history, credit checks, as well as a stable income.

Those experiencing homelessness don't work and don't want to work.

According to a 2021 study performed by the University of Chicago, more than half of people living in homeless shelters and 40% of unsheltered people were employed, either full or part-time. More than 65% of our adult residents have paid jobs.

People experiencing homelessness are all criminals.

People experiencing homelessness often simply have criminal records due to the nature of their life circumstances causing them to engage in illegal activity – sleeping in public places, littering, and trespassing.

Landlord Partners



Ginkgo Residential

When building anything worth building, there's always an early adopter who takes a chance and paves the way. Ginkgo was our first landlord partner in Charlotte, and today, they are a flagship component of our programmatic expansion into a second market. Ginkgo's mission is to provide reasonably priced, high-quality housing that is energy efficient and environmentally sensitive. Together, we have unlocked doors for more than 200 sponsored residents in Charlotte, and this year, Raleigh residents will begin to be placed in five additional apartment communities they've opened to the Landlord Participation Program.

“ There’s a great need to solve homelessness and by developing a program that caters to this platform, it serves as a win-win for landlords and those that are homeless or facing homelessness.”

- Latoya Patterson, Senior Regional Manager



Santee Road Ventures

Santee Road Ventures, a young, mission-driven real estate investment firm, is Lotus Campaign's latest Participating Landlord in Charlotte. They offer investors a way to positively impact the local community by focusing on preserving workforce and affordable housing. Recognizing the vital bridge that Lotus offers, connecting private landlords and partner organizations to make it easier to facilitate housing, joining the Landlord Participation Program made perfect sense.

“ Lotus Campaign serves as a vital bridge across sectors, facilitating collaboration between private landlords and tenants in the Landlord Participation Program. Their dedication to fostering positive relationships and ensuring efficient communication streamlines the process, making it easier for landlords to participate and tenants to find stable housing.”

- Trevor Melito, Co-Founder and Principal



York Properties

Recognizing the pressing issue of homelessness in Raleigh, York Properties signed on as Lotus Campaign's second landlord in this new market. Through this partnership, York's Mission Valley apartments are currently offering a fresh start for five individuals in the Landlord Participation Program, with more applicants awaiting the opportunity. By opening their doors to those in need, York Properties not only upholds its long tradition of community leadership but also sets a shining example of corporate social responsibility in action.

“ Without creative solutions, such as Lotus Campaign working with private partners, we don’t have a chance at reducing the number of people experiencing homelessness. Our governments are not equipped to do it all, and private businesses are more nimble in working with agreements, such as the ones needed by Lotus Campaign.”

- George York, President & CEO of York Properties



Partner Profiles

Charlotte Family Housing

Charlotte Family Housing is one of our cornerstone partners in Charlotte. Their mission is to empower working families experiencing homelessness to achieve life-long self-sufficiency through shelter, housing, supportive services, and advocacy. Their focus on empowering families has proven incredibly effective with 97% of sponsored residents completing their lease and moving into housing of their own. Through our partnership, more than 70 families and 100 children have accessed stable housing.



Charlotte Family
Housing

“As we continue to add Landlord Participation Program properties, and the program continues to benefit owner/operators, supportive services organizations and residents, I would love to see the Lotus model become a mainstream program for our community to use.”

- Elizabeth Kurtz, Executive Director of Charlotte Family Housing

Hope Haven

Hope Haven has been creating pathways to sobriety and addiction recovery since the 1970s. In recognizing the difficulties to maintain sobriety without stable housing, they joined the Landlord Participation Program in 2022 to give their program participants access to more housing options once participants complete their time living on Hope Haven's campus. Through our program, residents are empowered to put down roots in their community with 50% of residents having renewed their lease.



HOPE HAVEN

“The Landlord Participation Program is important because it's proven to work. The personal relationships Lotus has created with their community partners means they are able to get more families in homes.”

- Scott Littlejohn, Vice President of Clinical Services

Hope Center at Pullen

The Hope Center at Pullen supports emerging adults transitioning out of foster care in Wake County, fostering connections for a stable adulthood. Their vision aims to create a future where past foster care experiences don't hinder progress. The Hope Center joined the Landlord Participation Program in 2023 because housing is a critical piece of the puzzle toward successful independence.



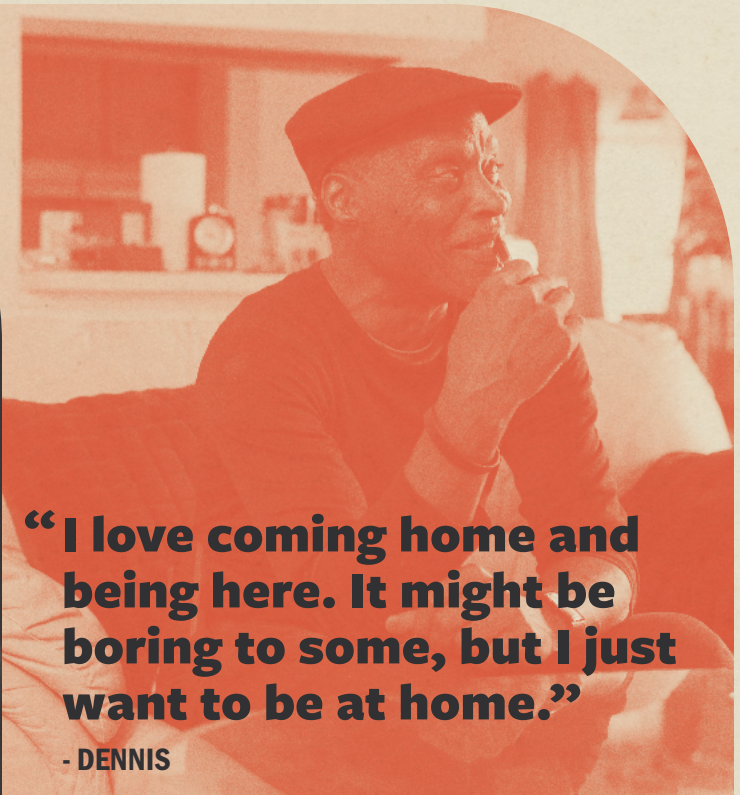
“The Landlord Participation Program offers something new to our sector – it offers a bridge from property owners to our youth who desperately need safe, affordable housing options in their community. We're grateful to partner with an organization that is fluent in the language spoken by landlords and property management companies.”

- Adrianna Meerkamper, Transition Specialist



REGGIE, CHARLOTTE

Reggie experienced homelessness for roughly a decade after going through a divorce. His mother used to sneak him money so he wouldn't have to beg while he was unsheltered. After attending an addiction recovery program, he had nowhere to return home. A case manager connected him to Roof Above, a Lotus partner. Today, he loves his balcony. He can meditate, talk to God, and admire his flowers.

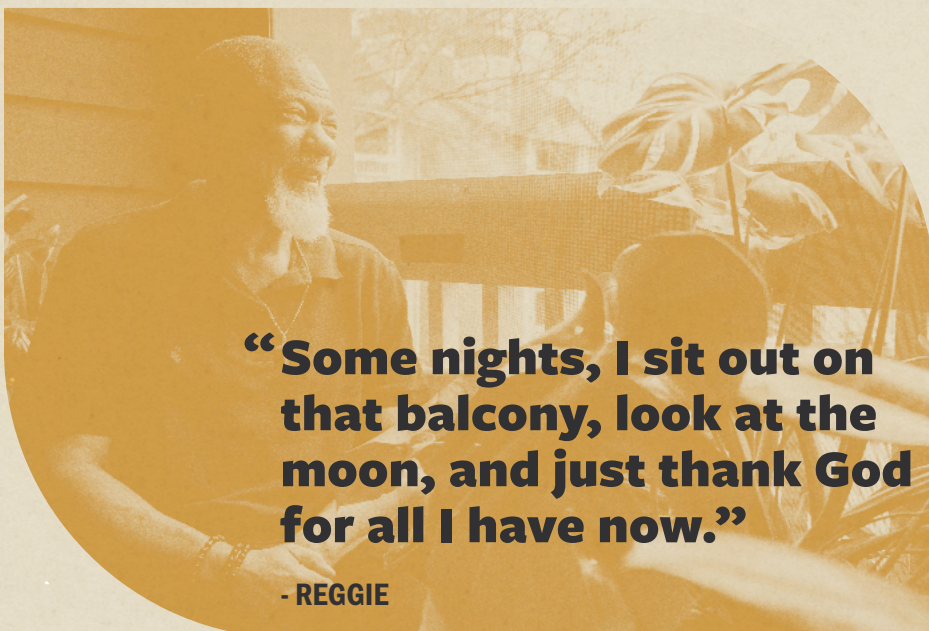


“I love coming home and being here. It might be boring to some, but I just want to be at home.”

- DENNIS

DENNIS, CHARLOTTE

Dennis experienced homelessness for 6 years, due to addiction. Two decades ago, he used to walk through this neighborhood dreaming of a chance to move into a community like this. After completing a recovery program at Hope Haven, he joined Lotus Campaign's Landlord Participation Program as a sponsored resident. He has been sober for 4 years and 5 months and now works at Charlotte Rescue Mission as a peer support counselor for people battling addiction. He is also taking classes to become a community health worker to further support those in recovery.



“Some nights, I sit out on that balcony, look at the moon, and just thank God for all I have now.”

- REGGIE





“This apartment and Lotus Campaign have given me hope and opportunity for a better life for me and my daughter. I would not be where I am now if it wasn’t for this opportunity. I am really grateful.”

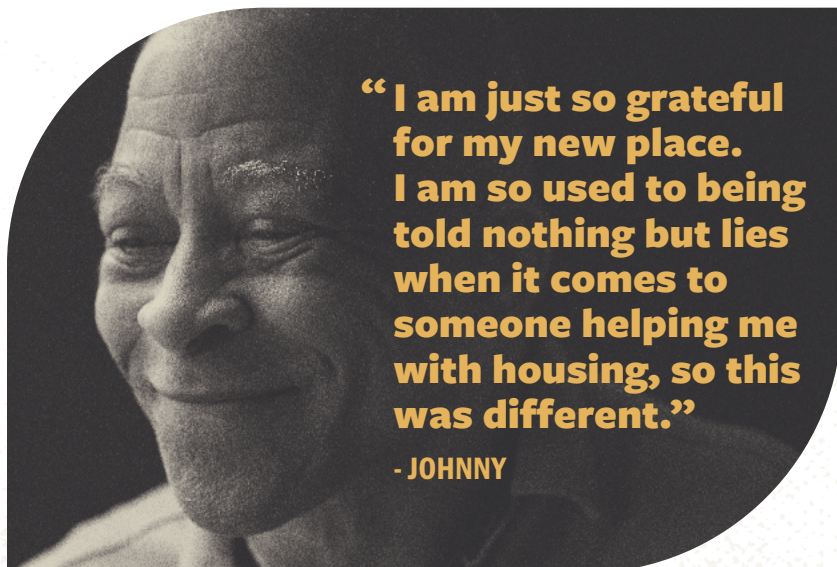
- DESTINY

DESTINY, RALEIGH

Destiny has had to overcome homelessness and obstacles that have only made her more determined to acquire a better life for herself and 4-year-old daughter. Destiny works full-time and aspires to continue cultivating her passion of driving commercial semi trucks. Destiny has been successfully housed since October of 2023 with the help of Lotus Campaign and Families Together.

JOHNNY, CHARLOTTE

Johnny grew up not far from his current apartment. He struggled with homelessness for years. While sleeping outside, he was connected to Supportive Housing Communities, a Lotus Campaign partner. He qualified for the Landlord Participation Program and has been rebuilding his life since. He loves to sit on his balcony and think. And he notes his apartment is now close to the city center and walkable to what he needs.



“I am just so grateful for my new place. I am so used to being told nothing but lies when it comes to someone helping me with housing, so this was different.”

- JOHNNY

The Lotus Gamechanger



Involving real estate leaders and landlords in the solution is the Lotus gamechanger. By working with real estate developers and landlords, we overcome barriers to existing market-rate housing for people who can't always meet landlord requirements, such as rental histories, background and credit checks, and references. Landlords make no financial concessions because Lotus covers Landlord risks, and we do it for only \$1,200 per sponsored resident.



An individual or family finds themselves homeless.



Seeking help, they contact one of our social service partners.



The social service partner determines if they are a good fit for Lotus Campaign.



If so, our team finds a potential landlord match within our Landlord Participation Program (LLP).



When a landlord match is found, Lotus covers application fees, renter's insurance, and guarantees against loss of rent, incentivizing landlords and decreasing their risks.



The individual or family who needs housing moves into an available unit.



The social service partner provides ongoing support to the individual or family to ensure they have the resources needed to truly rebuild their lives and stay housed. We know that the longer individuals stay in housing, the less likely they will be unhoused again. We call this "the Lotus stability factor."

OUR IMPACT

450

NUMBER OF PEOPLE HOUSED

217

RENEWALS

The renewal of leases by sponsored residents

335

NUMBER OF RESIDENTS WHO MOVED ON TO INDEPENDENT HOUSING

97%

PERCENTAGE OF PEOPLE SUCCESSFULLY COMPLETING THEIR LEASE AND EITHER RENEWING OR MOVING ON TO INDEPENDENT HOUSING

\$1,200

ANNUAL COST TO PLACE PEOPLE IN HOUSING VS AN ESTIMATED \$200K TO BUILD A NEW UNIT

18

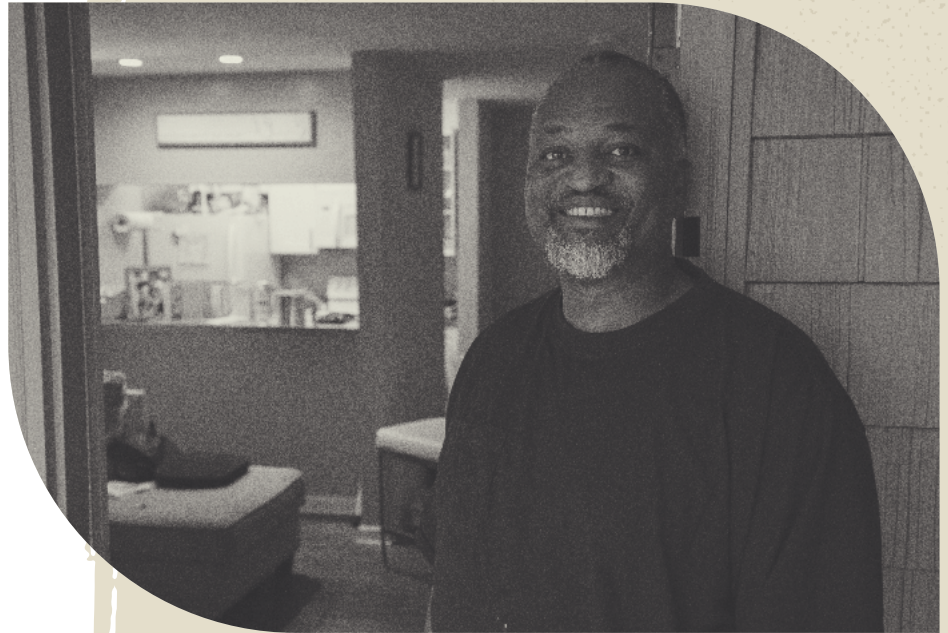
TOTAL NUMBER OF REAL ESTATE & SOCIAL SERVICE PARTNERS WITHIN CHARLOTTE & THE TRIANGLE

6 days

AMOUNT OF TIME SPONSORED RESIDENTS ARE IN HOUSING FASTER COMPARED TO OTHER PROGRAMS

100%

OF PROPERTIES ARE LOCATED IN NEIGHBORHOODS WITH STRONG OPPORTUNITY STRUCTURES



Lotus Campaign's Landlord Participation Program creates housing opportunities in areas:

- THAT ARE 15% MORE WALKABLE;
- WITH TWICE THE EMPLOYMENT DENSITY;
- THAT SCORED 13% HIGHER ON THE US EPA'S SMART LOCATION INDEX; AND
- WITH LOWER AREA DEPRIVATION INDEX (ADI) SCORES.

By strategically partnering with the private sector, Lotus Campaign's model delivers housing in opportunity-rich neighborhoods.



Lotus flowers grow from mud. Nothing is more analogous to mud than the way homelessness mires individual lives and our society. Lotus flowers symbolize hope and the promise of regeneration – the kind of regeneration Lotus Campaign is working to create for individuals and communities.

LOTUS CAMPAIGN

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