

**RADICALLY SIMPLE.
REAL IMPACT.**

LOTUS CAMPAIGN



**Unexpected allies working together
to solve homelessness**

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working together to
solve homelessness



These numbers
show we are truly
breaking the cycle
of homelessness.

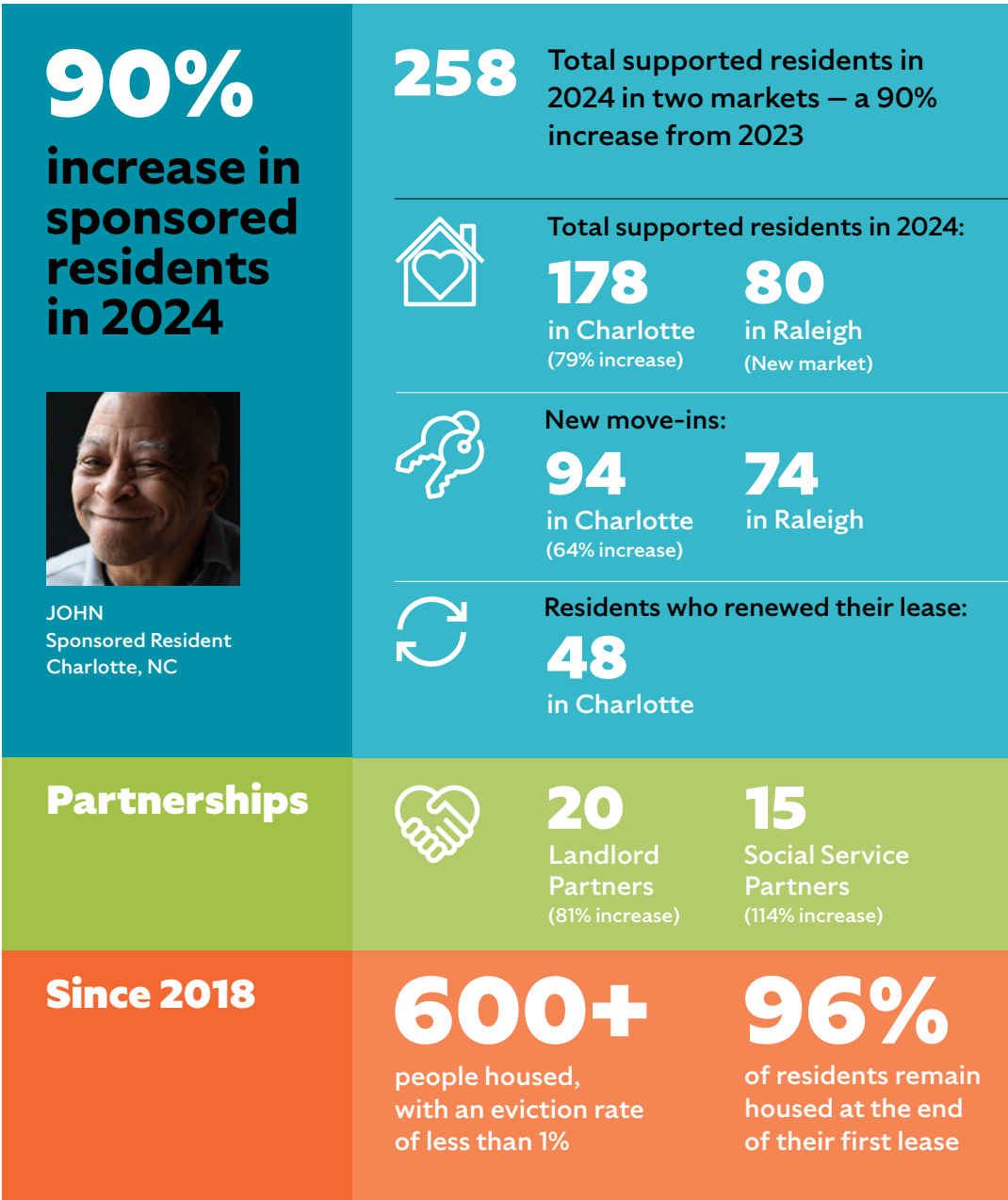
“I support the work of Lotus Campaign because homelessness is an important and complex problem requiring innovative approaches. What Lotus Campaign is doing works, and deserves support and scaling.”

JIM DURRET
A monthly donor

2024: OUR IMPACT

The Lotus Stability Factor

The longer individuals and families stay in housing, the less likely they are to become unhoused again. And they gain a rental history. Nationally, up to 25% of people return to homelessness after their first housing placement. In comparison, only 4% of Lotus residents are not stably housed after their first sponsored lease. The data tells a clear story here: **stable housing**, **ongoing support**, and **time** are the necessary ingredients for people to move from homelessness to long-term stability.



Impact deep dive: Lease renewals are a critical component of Lotus' impact.

200+

With over 200 lease renewals, Lotus Campaign is proving that with the right support, even the hardest-to-house individuals can find and keep a home.

94%

of Lotus graduates secured housing on their own within two years of entering our program.

8%

of sponsored residents need support for more than two years. These individuals represent populations who face the biggest challenges, such as health problems, disabilities, or long-term homelessness, making it much harder for them to find a stable place to live. For this small but important group, lease renewals give them the extra time and support they need to avoid falling back into homelessness.



It's clear: Lotus Campaign's model works. Hundreds of people are housed across Charlotte and Raleigh, with a 96% retention rate. Our unexpected partnerships between landlords, real estate developers, service providers, and generous donors like you give people the stability they need to stay housed.

More important: the Lotus model is replicable and scalable. We know we can dramatically reduce homelessness if we continue to deploy existing resources differently and bring more unexpected partners together to collaborate. Lotus Campaign can work in other North Carolina cities and in cities around the country.

2024 was a big year, and we're just getting started. We hope we can count on your support again this year. Together we can reduce homelessness even more and change the conversation around homelessness so that people ask, "Where, when, and how can I be part of the solution?"

Thank you,

Beth Silverman
Executive Director, Lotus Campaign

DONATE TODAY

lotuscampaign.org/donate



// The failure to effectively address homelessness is often exacerbated by a lack of imagination. Many well-intentioned organizations are committed to applying the same bandages that have repeatedly failed simply because applying a bandage is the accepted standard operating procedure regardless of the inefficacy. Then there is Lotus."

CARLTON BROWN

Principal and Chief Executive Officer
of Direct Invest Development, LLC;
Lotus Campaign Board of Advisors

// Lotus Campaign makes it easy for landlords to say yes to trying something new in a way that makes sense. We are excited for Lotus-sponsored residents to call our properties home."

MARK ETHRIDGE

Principal, Ascent Housing

ON THE COVER (L-R): Lotus partners Courtney Fowlkes, Director of Impact and Outreach at Sandee Road Ventures; Harry Blondell, Cofounder and Managing Partner of Sandee Road Ventures; Ben King, Director of Homeless to Homes at Roof Above; Geoffrey Brooks, Charlotte Program Director at Lotus Campaign

**The amount it costs Lotus Campaign to
house an individual**

\$1,200*
PER PERSON

***Average annual cost for Lotus Campaign to place and keep
someone in housing**

WHO WE ARE



"I pay my bills. I pay them on time. I am able to do that because I am on my own now and I have my own place."

DENNIS

Sponsored Resident
Charlotte, North Carolina

Lotus Campaign brings together real estate leaders and nonprofits to dramatically reduce homelessness by unlocking stable housing for people in need.

It's a win-win-win for everyone:

Win: We give landlords a way to be part of the solution.

Win: We amplify the ongoing support and impact of our social service partners.

Win: We significantly increase available housing for people experiencing homelessness.

A chronically homeless person costs
taxpayers an average of

\$35,578*
PER YEAR

***National Alliance to End Homelessness**

"Lotus applies an 'out of the box' private-sector solution as a key tool to tackle homelessness — expanding partnership possibilities."

PAUL BERNARD

President and Chief Executive
Officer of Affordable Homes
& Communities

HOW WE WORK

Through philanthropy, we open access to market-rate, mixed-income housing without government funds.



1 An individual or family becomes homeless.



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



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



4 If so, our team finds a potential landlord match within our Landlord Participation Program.



5 When a landlord match is found, Lotus covers application fees, renters insurance, and guarantees against loss of rent. This incentivizes landlords and decreases their risks.



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



7 The social service partner provides ongoing support to ensure access to the resources needed for rebuilding lives and staying housed, which is our ultimate goal — the “Lotus Stability Factor.”



"I can now work on my goals. I want to be a homeowner one day. Now my kids are able to visit. I have a stable place to stay. I have food to cook. I can turn on the AC. It's peace of mind."

MARIO

Sponsored Resident
Charlotte, North Carolina

"The housing crisis is like a game of musical chairs: when there aren't enough chairs, someone will always be left standing. When housing is scarce, barriers to housing are magnified, leaving people vulnerable."

GREGG COLBURN

Associate Professor of Real Estate
at the University of Washington,
author of "Homelessness Is a
Housing Problem"

OUR MODEL

We incentivize landlords.

- We use small amounts of capital to cover application fees, renters insurance, and guarantees against loss of rent.
- We open access to market-rate, mixed-income housing without relying on government funds or support.
- We deploy philanthropic dollars to overcome landlords' risks, open doors faster for tenants, and amplify social service partners' impact.

We work in neighborhoods of opportunity.

- We work in mixed-income neighborhoods close to public transportation, schools, major employers, and grocery stores.

We partner with advocacy and service organizations, amplifying their expertise and impact.

- All tenants are sponsored by social service organizations.
- Landlords work directly with sponsoring organizations.
- Social service partners provide ongoing support to tenants.

BUILT TO SCALE



"This apartment and Lotus Campaign have given me hope and opportunity for a better life for me and my daughter."

DESTINY

Sponsored Resident
Raleigh, North Carolina

Lotus Campaign's model is replicable and scalable in any urban center where homelessness is prevalent.

Each partner capitalizes on what they do best:

- Social service partners deliver case management and ongoing support services.
- Landlords provide safe, stable, dignified housing in neighborhoods of opportunity.
- Residents focus on building back their lives.

We invest in trust-building, which yields significant returns: increased program impact, stronger collaboration, and, most important, people housed in neighborhoods where they can thrive.

96%

SUCCESS RATE

Ninety-six percent of Lotus' sponsored residents remain housed at the end of their first lease, a success rate that communities everywhere can replicate and scale.

4 WAYS TO HELP

We need your support.

OUR CORE PROGRAMS

1. Expand our Landlord Participation Program

- Cover leases for new residents
- Unlock new units
- Double our social service partners to reach more people

2. Raise awareness and share our model

- Increase our education efforts through expanded events and community outreach
- Fuel our data-based, myth-busting campaign
- Follow, like, and amplify us on social media: LinkedIn, Instagram, and Facebook @lotuscampaign

SCALING UP

3. Acquire and invest in more housing

- Invest in market-rate multifamily housing
- A portion of units are reserved for people experiencing homelessness with the same supports as our Landlord Participation Program

4. Scale Lotus to new communities

Ideal communities have:

- An interested real estate sector
- Elected officials and business leaders who embrace innovative solutions
- 200,000+ population
- A social service ecosystem

RADICALLY SIMPLE. REAL IMPACT.

**"When it comes to innovation,
Lotus Campaign is the Netflix
of the homeless sector."**

JERALYN GERBA

Cofounder and Editorial Director
at Fathom

SHARE

Follow, like, and amplify us
on LinkedIn, Instagram, and
Facebook @lotuscampaign

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lotuscampaign.org/donate



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