

LOTUS CAMPAIGN



Unexpected allies working together to solve homelessness

MAY 2025

FEATURE STORY

Your Support Drives Results

90%
increase in
sponsored
residents
in 2024



JOHN
Sponsored Resident
Charlotte, NC

600+
people housed,
with an eviction rate
of less than 1%

96%
of residents remain
housed at the end
of their first lease

Dear Friends,

Real change happens when bold ideas meet real partnership.

At Lotus Campaign, we're proving that homelessness is not inevitable. It's a solvable problem—when we bring together unexpected allies.

In the last year alone, your support helped us:

- House more than 200 people, a 90% increase since 2023.
- Partner with 18 property owners across two cities.
- Ensure that 96% of our sponsored residents remain housed at the end of their first sponsored lease.

That's not just charity. That's game changing.

[Read our 2024 "Radically Simple. Real Impact." report to see how your support drives results.](#)

Here's a game-changing teaser:

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.

But we're not stopping here. The need is growing—and so is our ambition. Will you help us continue to change the game?

Make a gift today and become a game changer in the fight to end homelessness.

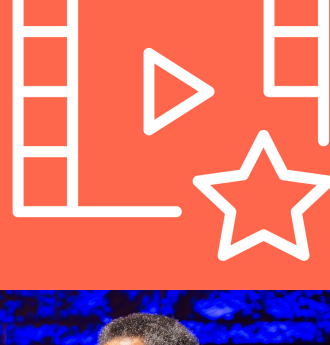
Thank you for believing in bold ideas—and for being a part of the real change we're building together.

With gratitude,
Beth Silverman

Donate

EVENT UPDATE

The Reviews Are In



The Reviews Are In

The red carpet is all rolled up, but we are still riding the wave of excitement from our recent film screenings of "Taking Care of Business: Homeless in America," in Charlotte and Raleigh. We mingled with many Lotus Campaign partners ([Hope Haven](#), [Grubb Properties](#), [Roof Above](#), [Charlotte Family Housing](#), [Salvation Army of Wake County](#), [Families Together](#), [Triangle Family Services](#), [Ginkgo Residential](#)), supporters and fans; and welcomed lots of new faces who got to learn about our work for the first time.

"It was a significant, much appreciated event. I hope the film will be seen by many." "Thoughtfully organized program." "A compelling video." These are just a few comments we received from our engaged guests. They also asked pointed questions:

- What is your average cost per person to house someone?
- What surprised you when making this film?
- What would it take to expand this work?

We had the opportunity to continue myth-busting about homelessness, and expand the conversation about how our radically simple solutions are really working. This is what Lotus is all about: Bringing together a cross section of people from the public, private, nonprofit and philanthropic sectors who are committed to solving homelessness and changing the way we work together.

PARTNER UPDATE

Meet Our New Partner



Announcing Lotus Campaign Partners

Lotus Campaign is pleased to announce a new property within our portfolio, courtesy of our existing partnership with Grubb Properties. We will soon be housing residents in [MicLink Apartments@ CYKEL](#), brand new apartments featuring a micro-mobility lifestyle in the heart of Charlotte.

IN THE NEWS

What We Are Listening to and Reading



We are big fans of Margot Kushel, MD, Director of the UCSF Benioff Homelessness and Housing Initiative, and Gregg Colburn, Associate Professor at the University of Washington, who studies housing and homelessness. They are two of the co-authors of this research paper asking, [What Would It Take to End Homelessness in the United States?](#) Lotus Campaign's mission directly fulfills their answer: "Larger commitments to rental assistance, housing subsidies, and homelessness responses would create an environment in which fundamental progress in the fight against homelessness could be achieved."

We've interrupted our regular monthly newsletter to launch our spring fundraising campaign. Will you help us continue to change the game?

Act Now to Be a Game Changer with Lotus Campaign

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- Forward this newsletter to a friend
- [Donate](#)

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P.O. Box 29097
Charlotte, N.C. 28229
(704) 324-3330
lotuscampaign.org

