

LOTUS CAMPAIGN



Unexpected allies working
together to solve homelessness

APRIL 2025

FEATURE STORY

Closing the Gap Between Homelessness and Housing



From Los Angeles to New York and dozens of metropolitan areas in between, the conversation around homelessness and its primary causes is widening up.

It's not about an individual's failing, substance abuse or mental illness, which are common myths about why so many people are unhoused.

Check out leading sources such as [UCSF Benioff Housing & Homelessness & Housing Initiative](#), and the [National Alliance to End Homelessness](#).

It's about housing: plain — but maybe not that simple?

Homelessness is a glaring symptom of deeper structural issues, primarily the widening gap between the availability of affordable housing and the number of people needing it. This fundamental imbalance creates a precarious situation where individuals and families, even those who are employed, struggle to secure stable, affordable and permanent shelter.

Lotus Campaign recognizes this systemic failure and focuses on addressing the root causes. We work to remove barriers that prevent individuals experiencing homelessness from accessing and maintaining housing. This includes providing flexible financial assistance, streamlining bureaucratic processes, and fostering collaboration between landlords and social service providers that help our residents stay housed. By tackling these structural impediments, Lotus Campaign creates pathways to long-term housing stability.

Did we say maybe not that simple? At Lotus Campaign, our approach to solving homelessness is actually radically simple.

People experiencing or at risk of homelessness need safe, stable homes, but they often can't economically qualify for a lease. Nonprofit case managers need to secure housing for clients who are ready so they can focus their limited resources on their most vulnerable clients. On the real estate side, landlords need support to overcome potential financial risks if they say yes to being part of the solution to homelessness.

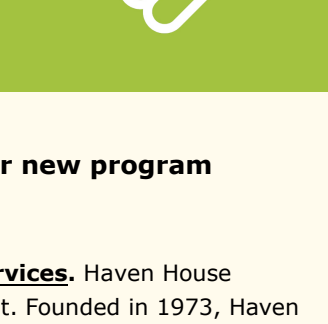
That's the Lotus gamechanger. We bring unexpected allies together to find solutions, unlock existing units to house our neighbors, and ensure that people have the support they need to remain housed.

It's about housing: Plain and radically simple.

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PARTNER UPDATE

Meet Our New Partner

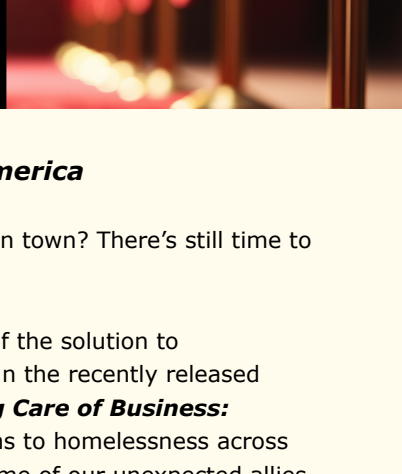


Lotus Campaign is pleased to announce our new program partnership:

Social Service Partner, Raleigh: Haven House Services. Haven House Services is the place where youth who need help find it. Founded in 1973, Haven House programs help more than 1,500 youth each year, aged 6–24, overcome their challenges and find a path to success. Lotus Campaign is proud to partner with Haven House's Transition in Place program, helping to house homeless youth ages 18–24, and gain the skills necessary to become self-sufficient in the community.

SAVE THE DATE

It's Time to Reserve Your Seat!



Taking Care of Business: Homeless in America

Have you reserved your ticket to the hottest show in town? There's still time to [reserve your spot](#).

We're rolling out the red carpet for you to be part of the solution to homelessness. Lotus Campaign has a starring role in the recently released documentary by director K. Michael O'Neal: ***Taking Care of Business: Homeless in America***, exploring effective solutions to homelessness across the U.S. See our model in action and learn from some of our unexpected allies coming together to solve homelessness including Lotus Campaign Executive Director Beth Silverman, Elizabeth Kurtz from Charlotte Family Housing, Hope Haven case manager Jacob Jenkins, sponsored resident Reggie, and Grubb Properties property manager Amanda Graham.

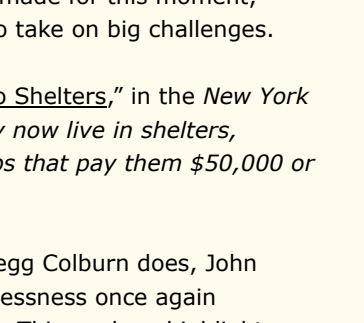
Coming to an event space near you: **April 30 in Charlotte and May 5 in Raleigh.** Invite a friend, and reserve your ticket via email info@lotuscampaign.org or online at lotuscampaign.org/filmscreening.



[Reserve Your Ticket](#)

IN THE NEWS

What We Are Listening to and Reading



The Prof G Pod with Scott Galloway: No Mercy / No Malice: Project 2028: Housing. The most catastrophic consequence of unaffordable housing is homelessness.” At Lotus Campaign, we agree with Prof G that removing housing constraints, i.e. lowering costs, is the quickest way to solving homelessness. But we disagree with his premise that relying on the government to take on big challenges such as homelessness is essential to success, particularly with the current administration in place. Lotus Campaign was made for this moment, when the government is clearly not reliable enough to take on big challenges.

Eliza Shapiro's, “They Work All Day and Go Home to Shelters,” in the *New York Times*: *Thousands of working people in New York City now live in shelters, unable to afford apartments despite holding down jobs that pay them \$50,000 or more.*

As University of Washington Real Estate Professor Gregg Colburn does, John Kimble of the NYC Fund to End Youth & Family Homelessness once again describes homelessness like a game of musical chairs. This analogy highlights both systems that create unintentional roadblocks and structural drivers — why there's not enough housing and why working people increasingly can't afford housing. We also keyed in on this: *But they soon found that they were living with families a lot like them — working people who had endured a stretch of bad luck.*

Shapiro does an excellent job of painting how the social safety net, while well-intentioned, really leaves out people who could easily climb out of homelessness if simply given a little support and time. Our country currently doesn't have enough solutions that match newer and leading drivers of homelessness today. [Lotus Campaign is part of that solution, bringing more chairs to the game.](#)

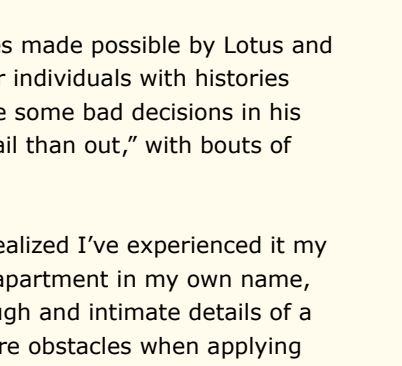
Act now to help Lotus Campaign meet this moment head on:

- **Follow us, like us, amplify us on [LinkedIn](#), [Instagram](#) and [Facebook](#)**
- **Forward this newsletter to a friend**
- **[Donate](#)**

FEATURED SUCCESS STORY

Meet Mario

“It's Peace of Mind.”



Meet Lotus Campaign Resident, Mario.

Mario is one of Lotus Campaign's sponsored residents. He lives in a well-manicured apartment complex on the east side of Charlotte, owned by Ginkgo Properties. The first place he considers his own, Mario often mentions how peaceful and quiet the complex is. “A few years ago, I never thought this was possible.”

Having a home, and a steady job, are joyful realities made possible by Lotus and its partners such as Ginkgo, but uncharacteristic for individuals with histories similar to Mario's. Addicted to drugs at 13, he made some bad decisions in his youth. “Between 16 and 27, I spent more time in jail than out,” with bouts of homelessness in between.

“Once I learned the true definition of homeless, I realized I've experienced it my whole adult life. There was a time or two I had an apartment in my own name, but that was for maybe a total of a year.” These tough and intimate details of a person's life, while symptoms of broken systems, are obstacles when applying for housing. And without a home, rebuilding other parts of a life is nearly impossible.

“It's hopelessness,” says Mario. “You have no idea where you're going to stay — whether you're going to be cold, warm, have food, or peace of mind. It's constant change. You can't focus on anything but the day-to-day and what you'll do in the next couple of hours. You can't live for tomorrow.”

Lotus Campaign removes the risks for landlords to rent to people like Mario. Using philanthropic capital, Lotus guarantees rent and other securities on market-rate units to offset credit checks and rental histories for people experiencing homelessness. All program participants also receive ongoing coaching from Lotus Campaign social service partners, ensuring that they develop the necessary skills to stay healthy and housed. Landlords make no financial concessions and previously homeless people move into unstigmatized housing and thriving communities in a matter of days.

Mario says he never thought the life he is living now was possible. A widower, his late wife was instrumental in getting him into recovery and made sure he got to detox. Her help mattered. Despite immense loss and trauma, Mario is still sober years later.

While he's housed in the Lotus program, Mario continues to receive ongoing support through Hope Haven, a local addiction recovery organization. This sustained support, provided to all program participants, has proven to be instrumental in keeping people housed — nearly 96% of the residents that Lotus houses graduate from their programs and go on to support themselves.

Mario can envision that for himself — and more. “My life has changed tremendously.” Recently remarried and steadily employed, Mario continues, “I can now work on my goals. I want to be a homeowner one day. Now my kids are able to come visit. I have a stable place to stay. I have food to cook. I can turn on the AC. It's peace of mind.”

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Mario, Lotus Campaign, Hope Haven, and Ginkgo Properties will be featured in an upcoming news story on WCNC. We'll keep you posted on the air date.

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