

LOTUS CAMPAIGN

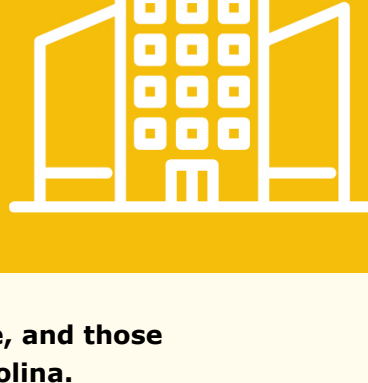


Unexpected allies working together to solve homelessness

MARCH 2025

FEATURE STORY

Housing Is Not a Partisan Issue



The federal funding cuts are hitting home, and those experiencing homelessness, in North Carolina.

One of Lotus Campaign’s social service agencies, Local Initiatives Support Corporation (LISC), was recently notified that their federal funding will be terminated, forcing them to cancel all HUD Section 4 program activities.

The impacts of these cuts are potentially catastrophic, and every community will be deeply impacted. Many of Lotus Campaign’s social service partners may have to cut services that help house North Carolina’s most vulnerable residents. [Roof Above in Charlotte](#) is just one example.

This is not the first time the public sector has made the housing crisis worse. It’s why Lotus Campaign was designed with flexibility and relationships at its core. We were built for these circumstances, and we’re poised to help as many people and partner organizations as possible to get through this tough time, with as much housing in place as possible.

Our model is the model of efficiency. Taxpayers spend an average minimum of \$35,578 per year to support a chronically homeless person through emergency services, shelters, and other temporary fixes. **In sharp contrast, Lotus Campaign spends only \$1,000–\$4,000 per sponsored resident.** This economically efficient and effective model, in collaboration with nonprofit and private partners, achieves remarkable, proven results. Did we say proven? **96% of Lotus Campaign residents maintain stable housing.**

Lotus Campaign is prepared to meet this moment, but we need your support. Instead of waiting for ineffective policies to catch up, we’re taking action now.

Are you with us? Donate today to change the game.

[Donate](#)

PARTNER UPDATE

Meet Our New Partners



Announcing New Lotus Campaign Partners

Landlord, Raleigh: [The Michaels Organization \(TMO\)](#)

Based in Raleigh with a national footprint, The Michaels Organization is the premier owner, operator and developer of multifamily housing in the country. TMO owns and manages a substantial portfolio of 633 affordable, market-rate, student, and military housing across the United States. Lotus Campaign is pleased to be partnering with five TMO affordable communities in the Triangle.

Social Services Partner, Raleigh: [The Women’s Center of Wake County](#)

In Raleigh, The Women’s Center is Wake County’s only day shelter for single women experiencing homelessness. They offer safety and stabilization services, case management, transitional and permanent housing and classes/workshops, among many other services. Lotus is pleased to partner with The Women’s Center, helping their guests find safe, affordable and stable housing.

Social Services Partner, Charlotte: [Healing Vine Harbor](#)

Based in Charlotte, **Healing Vine Harbor** works to reduce the number of women living in shelters or unsafe situations, providing a pathway out of poverty to ensure self-sufficiency. Lotus is pleased to partner with Healing Vine Harbor, helping their clients find safe, affordable and stable housing.

SAVE THE DATE

We’re Rolling Out the Red Carpet



Taking Care of Business: Homeless in America

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.

Please save the date for the movie premiere coming to an event space near you: April 28 in Raleigh; April 30 in Charlotte. Be on the lookout for a special invitation, arriving in your email box soon.

FEATURED SUCCESS STORY

Meet Melina

“This is too good to be true.”



Meet Lotus Campaign Resident, Melina

Lotus Campaign tackles homelessness by offering landlords guaranteed rent and financial incentives, effectively eliminating the risk of renting to individuals with challenging credit or rental histories. This approach goes beyond simply providing housing. Lotus strategically places participants in neighborhoods with strong schools, accessible public transportation, job opportunities, and nearby grocery stores. Coupled with dedicated case management, this comprehensive model has empowered more than 600 individuals to not only secure housing, but also rebuild their lives.

Meet **Melina**. Her centrally located apartment, facilitated by Lotus, allows her to thrive as a DoorDash driver. She’s even considering returning to her passion, cosmetology. This journey has been filled with milestones, including signing her first solo lease. “That was so exciting,” shares Melina. “Now it’s really just me, signing just my name. That’s powerful.” Melina’s 15-year-old transgender daughter now enjoys her own room and bathroom, a first for her.

The support Melina receives is multifaceted. Her case manager, Marissa, provides ongoing assistance, from coordinating furniture donations to offering financial literacy workshops and simply being a supportive presence. “She’s so resilient and hardworking,” says Marissa. “I’m thrilled to be a part of this journey with her.”

Despite her progress, Melina sometimes struggles to believe her reality. “Are you all setting me up?” she laughs. “I’m waiting for the setup. This is too good to be true.”

Yet, she recognizes her own worth and the worth of others who have experienced homelessness. Melina’s message is clear: “Don’t just give up.”

Melina didn’t give up on herself and Lotus Campaign didn’t give up on Melina. After two years of support through Lotus Campaign and Charlotte Family Housing, Melina secured stable employment, increased her income, and improved her credit rating. This enabled her to graduate and sign a lease in her own name for a two-bedroom unit in another Lotus Campaign property partner.

“It’s not like you’re less of a person because you’re homeless. You have to believe in yourself first and then everyone else will believe in you.”

IN THE NEWS

What We Are Listening to and Reading



***What Now?* with Trevor Noah** podcast — [Join or Die](#) with Robert Putnam

Lotus Campaign focuses on building a crucial support network for individuals and families facing homelessness, particularly those lacking existing community connections. We subscribe to the concept of “social capital,” popularized by Robert Putnam in his book ***Bowling Alone***. Putnam’s work highlights how strong connections, organizations, and community involvement are essential drivers of positive change. Lotus Campaign creates a vital social capital for those who need it most.

This [New York Times](#) op-ed by Brian Goldstone, author of the forthcoming ***There Is No Place For Us: Working and Homeless in America***, is one of the most important and illuminating pieces on homelessness published in recent years. Goldstone states, “Any meaningful solution will require a fundamental shift in how we think about housing in America...Embracing this idea will demand an expansion of our moral imagination...We should be asking ourselves not just how much worse this can become but also why we’ve tolerated it for so long.” Lotus Campaign has been rethinking housing for the past six years.

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

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- **[Donate](#)**

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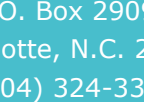
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