

LOTUS CAMPAIGN



Unexpected allies working together to solve homelessness

JULY 2025

CELEBRATING OUR 7TH ANNIVERSARY

“Good Luck,” They Said!



We got a lot of “Good Luck” when we first started telling people about how we were going to solve homelessness. It wasn’t authentic luck — more the sarcastic type given often to trailblazers, innovators, and dreamers.

Seven years later, luck wasn’t what we needed. We needed real estate partners who would take a chance. We needed social service partners who understood the difference in what we brought to the table. We needed good listeners and courageous hearts. We needed people like you. As we mark our 7th anniversary, we celebrate these things and all they’ve made possible — including housing nearly 700 people.

Here are seven moments we are most proud of since Lotus Campaign was founded:

- 1 When we were featured in a national documentary about homelessness
- 2 When our first skeptical landlord said they wanted to partner with us
- 3 When we received a “World Changing Idea” award from Fast Company
- 4 When one of our residents said, “This is too good to be true.”
- 5 When we grew our team from 1 to 5 and multiplied our impact and reach
- 6 When a donor said he wanted to work at Lotus when he grew up. And...
- 7 When we scaled to our second city, housing more people in half the time it took in our first city, demonstrating how replicable the Lotus model is.

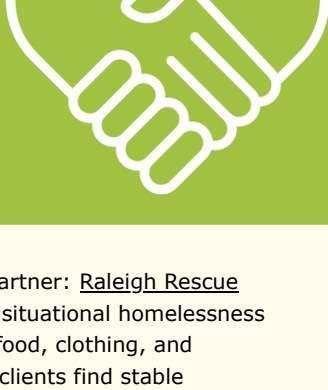
Your support — not luck — catalyzed every one of these moments. But we can not rest on our laurels, and certainly not when the state of homelessness is so dire. Homelessness increased by 18% between 2023 and 2024, with a 39% rise over one year among families.

We have a unique approach to solving this problem. The last seven years have shown it works. We look forward to continuing to house more people, and to scaling at a rate faster than in the last seven years.

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PARTNER UPDATE

Meet Raleigh Rescue Mission



We’re thrilled to announce our newest social service partner: [Raleigh Rescue Mission](#), dedicated to helping individuals experiencing situational homelessness get back on their feet, from meeting basic needs like food, clothing, and shelter to providing job training and placement. After clients find stable employment, housing is the final piece that Raleigh Rescue helps to secure, and Lotus Campaign is now an invaluable partner in this effort.

Together, we are already seeing results. Just two months into our partnership, two families have moved into safe, stable housing thanks to the collaboration between Lotus Campaign and Raleigh Rescue Mission.

Meet Natalie

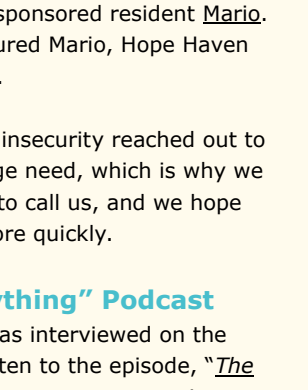
Natalie is a graduate of Raleigh Rescue’s six-month New Life Plan, which offers vocational training, resume support, and job placement assistance. After securing stable employment, Natalie, along with her son and daughter, hoped to find an affordable three-bedroom apartment so her kids could each have their own room. With our help, that dream is now a reality at Milburnie Road Apartments, a family-friendly complex near downtown, public transit, and local schools.

Meet Chrystal

Chrystal and her 7-year-old were housed in record time, just four days after referral, also at Milburnie. “Lotus Campaign removes major barriers to housing, like past evictions or credit issues, and makes it possible for our clients to sign a lease and move forward,” says John Luckett of Raleigh Rescue Mission. “This partnership is just getting started, and we’re already making an impact. We look forward to continuing to work with Lotus Campaign to house many more of our clients.”

LOTUS CAMPAIGN IN THE NEWS

Ideas Worth Sharing



Lotus Campaign Featured on WCNC-TV Charlotte

Earlier this year, we introduced you to Lotus Campaign sponsored resident [Mario](#). This month, Michelle Boudin of [WCNC-TV Charlotte](#) featured Mario, Hope Haven and Ginkgo Properties in a segment on Lotus Campaign.

Many people in Charlotte who are experiencing housing insecurity reached out to us, seeking assistance. Of course we know there’s a huge need, which is why we are doing this work. The segment gave people courage to call us, and we hope you all will help us continue to house more residents more quickly.

Beth Silverman Guests on “Negotiate Anything” Podcast

Lotus Campaign Co-Founder and CEO Beth Silverman was interviewed on the “Negotiate Anything” podcast with Kwame Christian. Listen to the episode, “[The Shocking Truth About Homelessness](#),” as she shares how to overcome resistance, align competing interests, and persuade private sector players to solve public problems, like homelessness.

7th Anniversary Fundraising Campaign Exceeds Goal

We used every gimmick in the book.

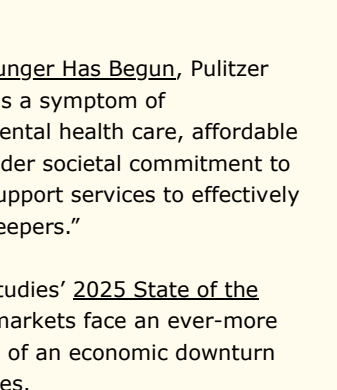
- Seven is a lucky number
- No 7-year itch at Lotus Campaign
- Seven milestones for seven years
- Donate any amount of money with a 7 in it in honor of Lotus Campaign’s 7th anniversary, and housing nearly 700 people

It worked. With your support, we not only met our matching fund challenge AND reached our campaign fundraising goal of \$70,000, we exceeded it. By 35%.

Lotus Campaign is not a gimmick. It’s a radically simple, proven strategy for housing people in need. And thank to your support, we can continue to house and scale at a rate faster than in the last 7 years. THANK YOU, from the bottom of our hearts.

LOTUS CAMPAIGN RECOMMENDS

What We Are Listening to and Reading



Our Summer Book Club pick this year is [Abundance](#), by Ezra Klein and Derek Thompson. They explore how America’s [homelessness](#) stems not from scarcity of resources, but from political and structural choices that limit supply and opportunity. This includes restrictive zoning, NIMBYism, and underinvestment in social housing which have deepened homelessness by preventing the creation of affordable homes where they’re most needed, especially in high-opportunity areas, exactly the neighborhoods in which Lotus Campaign places its sponsored residents. Klein and Thompson call for a shift toward abundance-minded policy — build more, faster, and more equitably — as a necessary step to end the homelessness crisis.

In this New York Times opinion piece [A New Era of Hunger Has Begun](#), Pulitzer Prize-winner Tracy Kidder argues that homelessness is a symptom of interconnected societal failures, including issues in mental health care, affordable housing, and the justice system. Kidder calls for broader societal commitment to structural changes and investments in housing and support services to effectively address the crisis. He is also the author of “Rough Sleepers.”

From Harvard University’s Joint Center for Housing Studies’ [2025 State of the Nation’s Housing](#): In 2025, households and housing markets face an ever-more challenging environment, with the looming possibility of an economic downturn exacerbating the nation’s enormous housing challenges.

[Learning Library](#)

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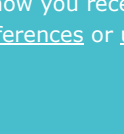
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