

# LOTUS CAMPAIGN



**Unexpected allies working  
together to solve homelessness**

**AUGUST 2025**

## FEATURED STORY

# Unsheltered Homelessness Is Down in LA



**Big news out of Los Angeles this summer:** The Los Angeles Homeless Services Authority (LAHSA) declared that [“Declining Homelessness Is Now a Trend in Los Angeles County.”](#) Unsheltered homelessness in LA County decreased 9.5% in 2025, while sheltered homelessness increased 8.5%. In the City of LA, unsheltered homelessness decreased 7.9%, and sheltered homelessness increased 4.7%.

According to the LAHSA, “Several innovations also contributed to this success, including master leasing, active system management, and key policy changes that enabled more people to obtain the necessary documents to secure housing.” That’s how we work at Lotus Campaign, removing economic and perception barriers to stable housing.

Despite this good news, Los Angeles now reports there are [no additional temporary shelters or permanent living facilities for the unhoused available](#). Every bed is full. While progress was reported in moving people indoors, this more recent development underscores the limits of relying on “homeless housing” alone to solve the crisis.

At Lotus Campaign, we know what comes next: shelters and homeless-only housing are stopgaps. The lasting solution is stable housing in integrated communities. That’s why our model focuses on:

**Using small amounts of capital to cover application fees, renters insurance, and guarantees against loss of rent.**

**Opening access to market-rate, mixed-income housing without relying on government funds or support.**

**Deploying philanthropic dollars to overcome landlords’ risks, opening doors faster for tenants, and amplifying social service partners’ impact.**

As a result, **96% of Lotus’ sponsored residents remain housed at the end of their first lease**, a success rate that communities everywhere can replicate and scale. Even in Los Angeles, where shelter space is running out, but housing opportunities don’t have to.

## And about that shocking news out of Washington, DC

President Trump’s call for DC’s homeless residents to “move out” isn’t a solution; it’s another layer of trauma for our most vulnerable neighbors. At Lotus Campaign, we know there’s a better way. In Charlotte and Raleigh, 96% of the people we’ve helped are still in stable housing, right in the communities they already call home. We do this by partnering with landlords, developers, and service providers to quickly connect people with existing market-rate housing. This approach can work in DC, too.

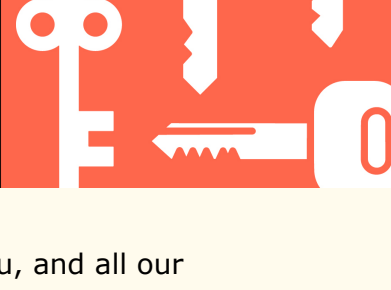
The real crisis isn’t “violence” by unhoused people—especially when DC is experiencing historically low crime. The crisis is the severe shortage of affordable housing, the lack of mental health care, and the absence of political will to fix either. Misdiagnose the problem, and you don’t solve it—you make it worse. And blaming people for trying to survive is the most heartbreaking, dangerous misstep of all.

Instead of moving people out, let’s help them get—and stay—housed where they already live. It works. We’ve proved it.

**Donate**

## SAVE THE DATE

# Our Key Parties Are Back



The Key Party is aptly named because you, and all our attendees, will be unlocking stable housing for unhoused neighbors in their community. If you joined last year, you know this event draws an impressive crowd. Local thought leaders with political, media, real estate, banking, and philanthropic backgrounds are coming. Some of the residents we have helped house are too.

This year’s special guest is Dr. Gregg Colburn, University of Washington associate professor of real estate and co-author of *Homelessness is a Housing Problem*.

Dr. Colburn often explains homelessness as a game of musical chairs: when there aren’t enough “chairs” (homes), someone will inevitably be left standing when the music stops. Not exactly a fun party game for those experiencing homelessness; but we promise *our* Key Parties will be, as Dr. Colburn hosts a lively round of trivia about housing and homelessness myths and facts.

**October 28th in Charlotte at The Ruth by Beau Monde  
October 30th in Raleigh at Whitaker & Atlantic**

**Tickets available August 28th.**

## SUCCESS STORY

# Meet Reggie



Unhoused for 8-1/2 years, compounded by being laid off from his construction job during the pandemic, Reggie, 66, cycled through multiple social service agencies on his journey from alcoholism to stable housing. These included Villages Real, the Salvation Army, and Roof Above. It was Roof Above that Reggie got connected to Lotus Campaign, which helped him stabilize and find permanent housing at Kimmerly Glen Apartments in Charlotte.

It’s the small everyday pleasures that most people take for granted that Reggie now revels in.

**“My one-bedroom apartment is nice and quiet and I can sit on my patio any time I want. I live close to my mother, a grocery store, and friends.”**

Reggie also has a passion for flowers.

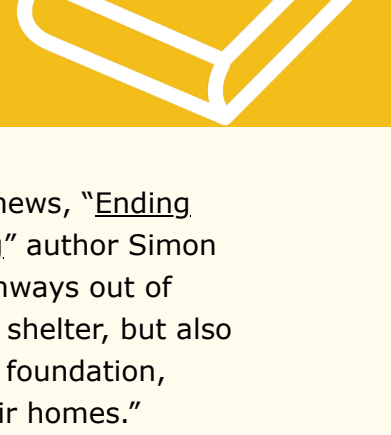
When not enjoying flowers and his patio, Reggie attends a support group three times a week, which helps him stay sober, positive and connected.

Reggie gives a lot of credit to his Roof Above case manager, Ben King, and to his faith.

“My lease will be up next year, and my goal after that is to own a home.” One we are sure he will fill with flowers.

## IN THE NEWS

# What We’re Reading



From Stanford Social Innovation Review news, [“Ending Homelessness: Solutions Beyond Housing”](#) author Simon Dwight writes that “building stronger pathways out of homelessness means prioritizing not only shelter, but also belonging. In this sense, if housing is the foundation, relationships are what keep people in their homes.”

We call this the **Lotus Stability Factor**.

The longer individuals remain housed, the less likely they are to return to homelessness. With ongoing support from social service partners, our sponsored residents gain access to resources for rebuilding their lives and maintaining stability, which is our ultimate goal. They also build rental history, a key barrier to housing in the first place. Through Lotus Campaign, nearly 700 people in Charlotte and Raleigh now have that stability.

Sharing two recent articles in reaction to Trump’s call to move the homeless out of DC that reinforce how Housing First worked and is still working.

- [Giving homeless people stable housing was federal policy for decades. Trump is ending it](#) on CNN.
- [Dallas ended downtown homelessness. White House wants to change the rules](#), in the Washington Post.

We know that too, as it’s what we work for day in and day out.