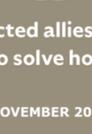


LOTUS CAMPAIGN

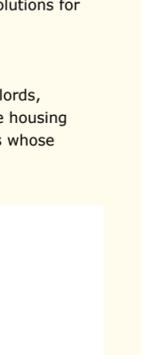
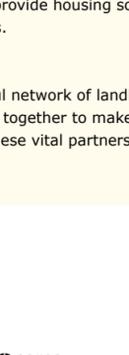
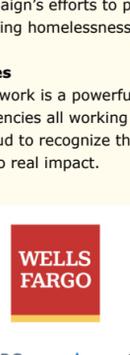
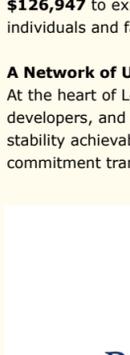


Unexpected allies working together to solve homelessness

NOVEMBER 2025

FEATURE STORY: UNLOCKING SOLUTIONS

2025 Key Parties Raise Over \$126,000 to Tackle Homelessness



This year's **Key Parties in Charlotte and Raleigh** brought together an extraordinary community of supporters, partners, and advocates who share one common goal: ending homelessness through collaboration and innovation. Thanks to the generosity and belief of everyone who attended, we raised **\$126,947** to expand Lotus Campaign's efforts to provide housing solutions for individuals and families experiencing homelessness.

A Network of Unexpected Allies

At and Lotus Campaign's work is a powerful network of landlords, developers, and social service agencies all working together to make housing stability achievable. We were proud to recognize these vital partners whose commitment transforms ideas into real impact.



Sponsor Highlights

Presenting Sponsor:

Wells Fargo

Platinum Sponsors:

Blue Heel Development and Philip & Mary Ruth Payne

Gold Sponsor:

Park National Bank

Silver, Bronze, and Copper Partners:

Thank you for your continued support and commitment to creating housing solutions that change lives.

Social Service Partner Spotlight

Across Charlotte and Raleigh, our social service partners are the bridge between people and permanent housing, offering stability, care, and support that help residents stay housed long term. Their collaboration ensures that each individual has access to resources, support, and a path forward.

"The Lotus model enables us to house women more quickly. One of our most recent successes has been housing a woman in just eight days, reducing her trauma, shortening her homelessness, and saving our community valuable resources," said **Amy Smith, CFRE**, Executive Director of the **Women's Center of Wake County**. "We're deeply grateful to our partners at Lotus Campaign, landlords, and funders who help us braid together resources and maximize impact."

Breaking Down Barriers in Real Estate

For many landlords, partnering with Lotus Campaign represents a new way to think about housing and community responsibility.

"When Lotus Campaign first approached me, I was skeptical," said **Trevor Melito, Managing Partner at Sandee Road Ventures**. "But after understanding the model, I realized it's not only possible, it's practical and sustainable. Lotus has broken down barriers that have existed in real estate for far too long, creating a path for owners like us to participate in housing solutions without having to choose between mission and financial sustainability."

A Resident's Perspective

"I am thankful for Lotus and all the help they provided me. Without them, I don't know where I would be," said Charlotte sponsored resident Mario Johnson, as his new bride beamed at him from the audience. "Due to my addiction, I made a mess of my life. A criminal record and eviction kept me from getting my own place. But Lotus made my dreams come true. This is a lifesaver for me and many others."

Community Reflections

Guests at both Key Parties described the evenings as inspiring, hopeful, and deeply impactful.

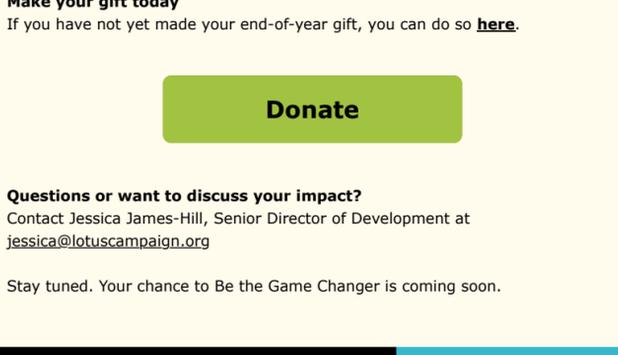
"It was incredibly hopeful to see a room full of people learning about homelessness and thinking about how they can be part of the solution," wrote a Raleigh attendee.

"Hands down the best fundraiser I have attended," shared a Charlotte guest. "Fearlessly executed—from the keynote speaker to the myth-busting trivia and powerful testimonials. I was so moved, I donated on the spot!"

Looking Ahead

As Lotus Campaign continues to scale its model across new markets, the success of this year's Key Parties highlights that when landlords, service providers, and community members come together, solutions to homelessness are not only possible, they're radically simple and eminently doable.

Thank you to all who participated for choosing to be part of this game-changing movement. Together, we're unlocking doors, building partnerships, and changing lives, one key at a time.



BE THE GAME CHANGER



As we close out 2025, we are launching our end-of-year fundraising campaign: **Be the Game Changer**.

Every day, Lotus sees what is possible when unexpected allies come together. Landlords step in with available housing units. Social service partners provide psycho-social support. Residents are ready for a fresh start. The final piece is funding. Your support connects these pieces so families can move into safe, stable homes.

We have the proof that it works:

- More than 700 people are housed in Charlotte and Raleigh
- 96% of our sponsored residents remain housed after one year
- Each gift opens another door

Make your gift today

If you have not yet made your end-of-year gift, you can do so [here](#).



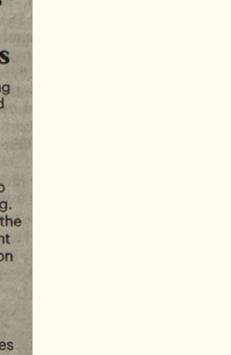
Questions or want to discuss your impact?

Contact [Jessica James-Hill](#), Senior Director of Development at jessica@lotuscampaign.org

Stay tuned. Your chance to Be the Game Changer is coming soon.

PARTNER UPDATE

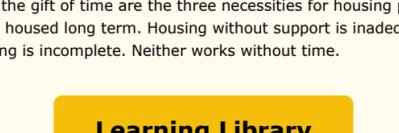
Grants and Momentum



These recent funding milestones help expand our impact, and we are immensely grateful for the support:

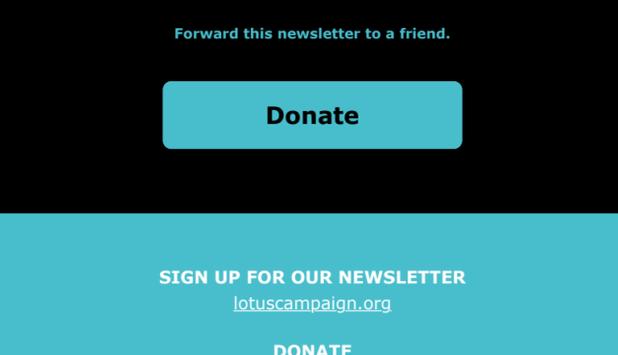
EnergyUnited Foundation Grant

Supports continued program growth and stability.



Park National Bank Grant

PNB is a recurring donor that continues to invest in our work.



These gifts help us connect available housing units with neighbors in need.

IN THE NEWS

What We Are Listening to and Reading



Lotus Campaign Executive Director Beth Silverman hosted Episode 8 of **ULI Charlotte's Building Connections** podcast, "**Making Housing Work**." Along with Brian Allan Jackson (AJ) of LEO Impact, **Tim** and Andy Lucas of Beauwright, LLC, they break down the complexity of all things housing. They explain affordability—what it means and why it's so hard to define, the constant tensions in building housing (i.e., changing market dynamics, opposition to development), and the role of fear of change.

And Beth's favorite topic: What are the strategies that are working to boost affordability? They throw in a few plot twists, and AJ gives the greatest explainers on what impact investment is and why value-add strategies exist in today's market. They do a lot of myth busting and best of all, share with listeners their favorite places in the Carolinas. Huge thanks to AJ Jackson and Andy Lucas for such a thoughtful conversation.

Tune in [here](#).

Big thanks to all of Lotus Campaign's real estate partners, including those featured in the October 31, 2025, issue of the **Triangle Business Journal**. Ginkgo Residential housed our 700th sponsored resident in Raleigh, and York Properties and APG helped us get there. These and other partners continue to work with us as we close in on 1,000 residents. Our work to solve homelessness would not be possible without dedicated partners like these from the private sector. We are also proud to report that Raleigh has made the same impact in half the time as Charlotte, as we've learned best practices from our inaugural city. We are eager to house more and more Raleigh (and Charlotte) residents, with these and future partners.

This New York Times op-ed **We Found A Solution to Homelessness. Now the Trump Administration Wants to Throw It Out**, by Philip Mangan, former executive director of the United States Interagency Council on Homelessness under President George W. Bush, asserts that the best strategy to reduce homelessness at scale is unconditional, permanent housing first, coupled with services—and warns against returning to older models that impose pre-conditions or require readiness before housing. Mangan's analysis provides a strong endorsement for Lotus Campaign's model in which housing, social services, and the gift of time are the three necessities for housing people and keeping them housed long term. Housing without support is inadequate. Support without housing is incomplete. Neither works without time.

Act now to be a game changer.

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