

LOTUS CAMPAIGN



Unexpected allies working together to solve homelessness

DECEMBER 2025

FEATURE STORY + PARTNER UPDATE

Investing in Each Other



Lotus Campaign and LEO Impact Capital Invest in Each Other for More Housing Opportunities in Charlotte

We are thrilled to announce a new partnership with LEO Impact Capital, a workforce housing investment management platform based in Washington, D.C. This collaboration is a vital continuation of Lotus' mission to engage the private sector to solve homelessness in a creative and revolutionary, yet radically simple, way. It also allows us to deepen our investment and impact.

LOTUS CAMPAIGN + **LEO IMPACT CAPITAL** = **MORE HOUSING FOR CHARLOTTE**

LEO Impact Capital and Lotus Campaign purchased Sharon Crossing in Charlotte earlier this fall. Sharon Crossing features one- and two-bedroom apartments with spacious floor plans, fully equipped kitchens, walk-in closets, and wood-burning fireplaces in select units. Sharon Crossing's eco-friendly initiatives help residents save \$300 to \$500 annually on utility costs. Community amenities include a swimming pool with sundeck, sports courts, and a dog park.

As part of the transaction, 30 of the building's 144 apartments—20% of the units—will be available for Lotus residents through our Landlord Participation Program. This program unlocks stable housing for people experiencing homelessness; ensures ongoing support services; and gives the real estate sector an easy way to be part of the solution.

Sharon Crossing represents an important example of Lotus' mission to preserve workforce housing while also unlocking market-rate units for people experiencing homelessness in neighborhoods with strong opportunity structures. With its location, amenities and access to jobs, Sharon Crossing is a prime example of how this approach works in practice.

The partnership also demonstrates how nonprofits and private investors can work together to preserve affordable housing and open doors for people who need a stable place to live, while also providing a financial return on the investment.

This is not only an example of responsible real estate investment, but proof that homelessness is solvable when the private, nonprofit and public sectors are aligned. It also highlights the viability of Lotus' approach using existing properties to address homelessness without relying on government subsidies or funding.

"Homelessness is too large for the government and nonprofits to deal with alone," says Lotus Campaign Co-Founder and Executive Director Beth Silverman. "Profit is not an evil word. It's a great tool. This partnership and transaction is a true example of impact investing, and how both the investors and the people the housing is designed to serve will benefit." Overall, the Sharon Crossing partnership reinforces Lotus Campaign's mission that by taking an economic approach, a standard practice in the private sector, and pairing it with social services and ongoing support and time, makes a real difference in solving homelessness.

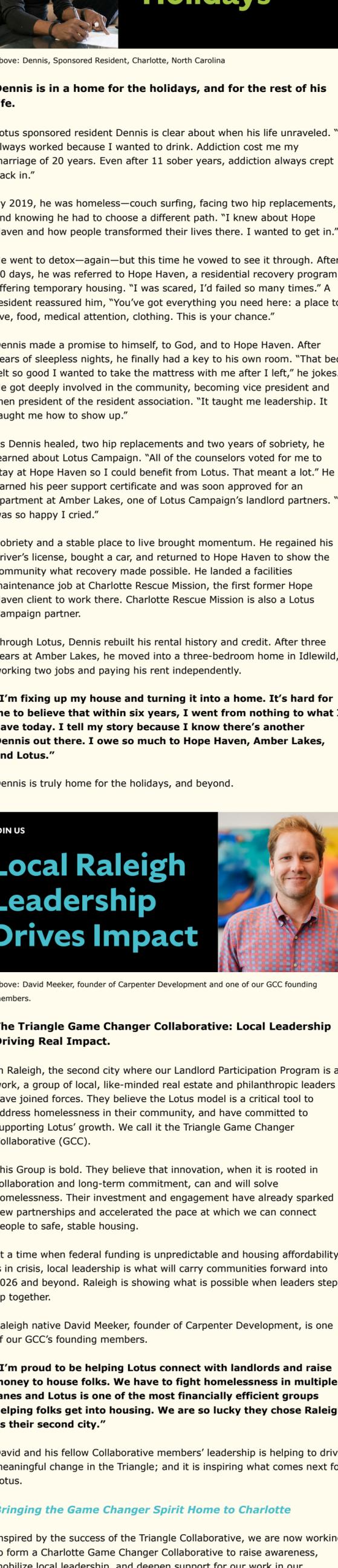
The acquisition was featured in *CityBiz*, *Charlotte Business Journal*, *Multi-Housing News*, and *Rebusness Online*.



LEO Impact Capital Buys Charlotte Community for \$21M

By Mikayla Sciortino
November 7, 2025
[Affordable Housing](#)[Charlotte](#)[Finance & Investment](#)[News](#)

This is the first investment from the firm's new impact housing fund.



With the partnership between LEO Impact Capital and Lotus Campaign, 30 units will be reserved for Lotus clients through its Landlord Participation Program. *Image courtesy of Yardi Matrix*

SUCCESS STORY

Home for the Holidays

Above: Dennis, Sponsored Resident, Charlotte, North Carolina

Dennis is in a home for the holidays, and for the rest of his life.

Lotus sponsored resident Dennis is clear about when his life unraveled. "I always worked because I wanted to drink. Addiction cost me my marriage of 20 years. Even after 11 sober years, addiction always crept back in."

By 2019, he was homeless—couch surfing, facing two hip replacements, and knowing he had to choose a different path. "I knew about Hope Haven and how people transformed their lives there. I wanted to get in."

He went to detox—again—but this time he vowed to see it through. After 30 days, he was referred to Hope Haven, a residential recovery program offering temporary housing. "I was scared, I'd failed so many times." A resident reassured him, "You've got everything you need here: a place to live, food, medical attention, clothing. This is your chance."

Dennis made a promise to himself, to God, and to Hope Haven. After years of sleepless nights, he finally had a key to his own room. "That bed felt so good I wanted to take the mattress with me after I left," he jokes. He got deeply involved in the community, becoming vice president and then president of the resident association. "It taught me leadership. It taught me how to show up."

As Dennis healed, two hip replacements and two years of sobriety, he learned about Lotus Campaign. "All of the counselors voted for me to stay at Hope Haven so I could benefit from Lotus. That meant a lot." He earned his peer support certificate and was soon approved for an apartment at Amber Lakes, one of Lotus Campaign's landlord partners. "I was so happy I cried."

Sobriety and a stable place to live brought momentum. He regained his driver's license, bought a car, and returned to Hope Haven to show the community what recovery made possible. He landed a facilities maintenance job at Charlotte Rescue Mission, the first former Hope Haven client to work there. Charlotte Rescue Mission is also a Lotus Campaign partner.

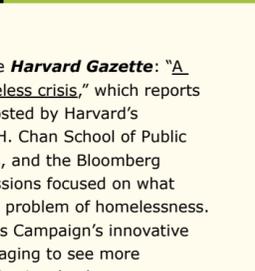
Through Lotus, Dennis rebuilt his rental history and credit. After three years at Amber Lakes, he moved into a three-bedroom home in Idlewild, working two jobs and paying his rent independently.

"I'm fixing up my house and turning it into a home. It's hard for me to believe that within six years, I went from nothing to what I have today. I tell my story because I know there's another Dennis out there. I owe so much to Hope Haven, Amber Lakes, and Lotus."

Dennis is truly home for the holidays, and beyond.

JOIN US

Local Raleigh Leadership Drives Impact



Above: David Meeker, founder of Carpenter Development and one of our GCC founding members.

The Triangle Game Changer Collaborative: Local Leadership Driving Real Impact.

In Raleigh, the second city where our Landlord Participation Program is at work, a group of local, like-minded real estate and philanthropic leaders have joined forces. They believe the Lotus model is a critical tool to address homelessness in their community, and have committed to supporting Lotus' growth. We call it the Triangle Game Changer Collaborative (GCC).

This Group is bold. They believe that innovation, when it is rooted in collaboration and long-term commitment, can and will solve homelessness. Their investment and engagement have already sparked new partnerships and accelerated the pace at which we can connect people to safe, stable housing.

At a time when federal funding is unpredictable and housing affordability is in crisis, local leadership is what will carry communities forward into 2026 and beyond. Raleigh is showing what is possible when leaders step up together.

Raleigh native David Meeker, founder of Carpenter Development, is one of our GCC's founding members.

"I'm proud to be helping Lotus connect with landlords and raise money to house folks. We have to fight homelessness in multiple lands and Lotus is one of the most financially efficient groups helping folks get into housing. We are so lucky they chose Raleigh as their second city."

David and his fellow Collaborative members' leadership is helping to drive meaningful change in the Triangle; and it is inspiring what comes next for Lotus.

Bringing the Game Changer Spirit Home to Charlotte

Inspired by the success of the Triangle Collaborative, we are now working to form a Charlotte Game Changer Collaborative to raise awareness, mobilize local leadership, and deepen support for our work in our founding city.

This is a pivotal moment. If you believe that local action drives lasting change, we invite you to join us.

- [Make a year-end gift today](#) to fuel this work in both Raleigh and Charlotte.
- Connect us with a leader who should be part of Charlotte's new collaborative.
- Help us expand our impact so more families can rebuild stability and dignity through housing.

Thank you for your continued partnership and support.

[Donate](#)

IN THE NEWS

What We Are Reading and Listening To



Harvard Gazette

We were thrilled to see this recent article in the **Harvard Gazette**: "[A call for corporate America to step up on homeless crisis](#)," which reports on the two-day "Beyond Shelter Deep Dive" hosted by Harvard's Advanced Leadership Initiative, the Harvard T.H. Chan School of Public Health's Initiative on Leadership and Homelessness, and the Bloomberg Center for Cities at Harvard University. The sessions focused on what business can do to address America's stubborn problem of homelessness. Given that the private sector is the key to Lotus Campaign's innovative approach to solving homelessness, it is encouraging to see more attention being paid to getting corporate America involved.

Pivot podcast

As big fans of Kara Swisher and Scott Galloway's **Pivot podcast**, we caught this tidbit toward the end of their [most recent episode](#). It's in reference to the goal of building 8 million housing units to achieve affordability and help alleviate homelessness in the U.S. Galloway says, "I'm sick of these ridiculous conversations with no substance. It's pretty basic, if you want more affordability, there are common sense solutions. Housing has become too expensive. Rent freezes and rent control don't work" he goes on to give us his opinion about what does work: Getting rid of NIMBY laws, using new building methods such as manufactured buildings, and...the big one that Lotus Campaign lives and breathes every day: **Providing incentives to the developer community.**

We've Got Media Coverage

Check out the 2025 media coverage Lotus received, including a complete array of articles on the Sharon Crossing acquisition, on our updated [Media Page](#).

BE A GAME CHANGER

Read our 2024 "Radically Simple. Real Impact." report to see how your support drives results.

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](#).

[Donate](#)

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.

Act now to be a game changer.

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