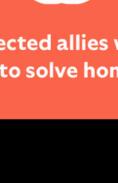


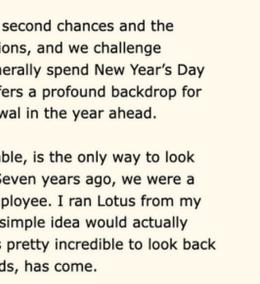
LOTUS CAMPAIGN



Unexpected allies working together to solve homelessness

FEATURE STORY

A Note From Our Executive Director



Looking Back on 2025, Looking Ahead to 2026

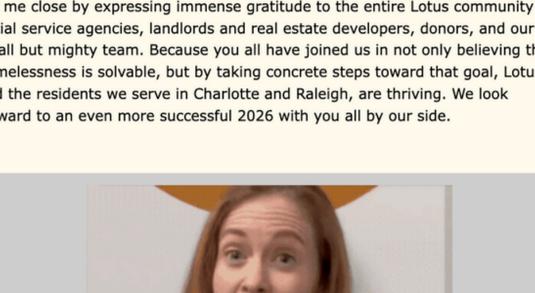
The new year season often focuses on fresh starts, second chances and the power of beginning again. We reflect, we set intentions, and we challenge ourselves to start the year as our best selves. I generally spend New Year's Day leading a hike with friends and family because it offers a profound backdrop for meditation on the past year and the space for renewal in the year ahead.

I find joy in looking back, which though uncomfortable, is the only way to look straight ahead. I also do this for Lotus Campaign. Seven years ago, we were a team of four cofounders, and I became our first employee. I ran Lotus from my tiny apartment, not knowing whether this radically simple idea would actually take. This work is a tall order. As we start 2026, it's pretty incredible to look back and see how far this idea, formed among four friends, has come.

Last year was not easy. Period. Across the country, nonprofit organizations navigated volatility - tightening funding streams, rising costs, and growing uncertainty. At the same time, the need for stable housing continued to rise, especially for families, older adults, and individuals working to regain their footing in an increasingly expensive housing market. And yet, even in the midst of those challenges, our community showed up. This was one of my most remarkable takeaways of 2025.

Because of our partners, supporters, and shared belief that homelessness is solvable, Lotus continued to move forward with clarity and momentum. Together in 2025 we crossed an important milestone: more than 750 people housed since our founding. We deepened relationships with social service partners and landlords in Charlotte and Raleigh, welcomed new partners into our work, and raised more than \$1 million to sustain and grow this model. We take great pride in these numbers. More importantly and tangibly, they represent people who now have a front door, a lease in their name, and a chance to rebuild.

This is what I call Lotus' superpower - our ability to serve as a trusted connector between landlords and social service partners. Many of our landlord partners begin by offering a single unit. The experience with our residents and the social service agencies is positive, and they learn they can trust the partnership. One unit becomes ten, then 50, then 100. These expanded commitments are a powerful indicator of success.



We take pride in strong, long-term housing outcomes, while recognizing that our metrics evolve as we scale. As we house more people across more properties, success cannot be measured by static percentages alone. Growth shifts the data. An increase in residents and partnerships may also mean an increase in how long some of our residents take to achieve independence. This is not losing steam, but instead reflects our ambition, our expanded reach, and the real-world complexities of the homelessness epidemic.

That's why we intentionally reframe success to include the strength and durability of our partnerships. Lasting housing stability depends not only on outcomes for residents, but on that trust we cultivate between landlords and service providers who stay for the long haul and expand their capacity with us. Strong partnerships are the infrastructure that make sustainable housing possible, and they are one of Lotus Campaign's most meaningful measures of impact.

Let me close by expressing immense gratitude to the entire Lotus community: social service agencies, landlords and real estate developers, donors, and our small but mighty team. Because you all have joined us in not only believing that homelessness is solvable, but by taking concrete steps toward that goal, Lotus, and the residents we serve in Charlotte and Raleigh, are thriving. We look forward to an even more successful 2026 with you all by our side.



Thank you for choosing hope, for standing with your neighbors, and for beginning this new year with us.

Beth Silverman
Executive Director, Lotus Campaign

SUCCESS STORY + PARTNER UPDATE

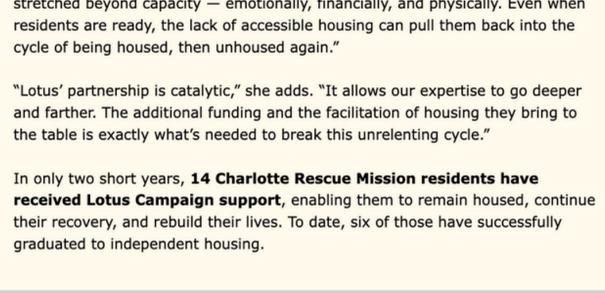
Charlotte Rescue Mission

Lotus Campaign makes what was once impossible, possible

At Lotus Campaign, we believe homelessness can only be solved when social service agencies and the private sector work hand in hand. Our partnership with Charlotte Rescue Mission (CRM) demonstrates the power of these collaborations.

Charlotte Rescue Mission serves individuals struggling with addiction and homelessness through cost-free, faith-based residential recovery programs designed to help people achieve long-term sobriety, financial stability, stable housing, and healthy relationships. Their work is rooted in the belief that every person has God-given potential—and that recovery is possible with the right support.

"I've been doing nonprofit work for many years, and unfortunately the need has only grown, alongside significant roadblocks," says Charlotte Rescue Mission Chief Program Officer Sharon Sinclair. "At CRM, we serve people at the intersection of addiction and homelessness, and that requires long-term, consistent support."

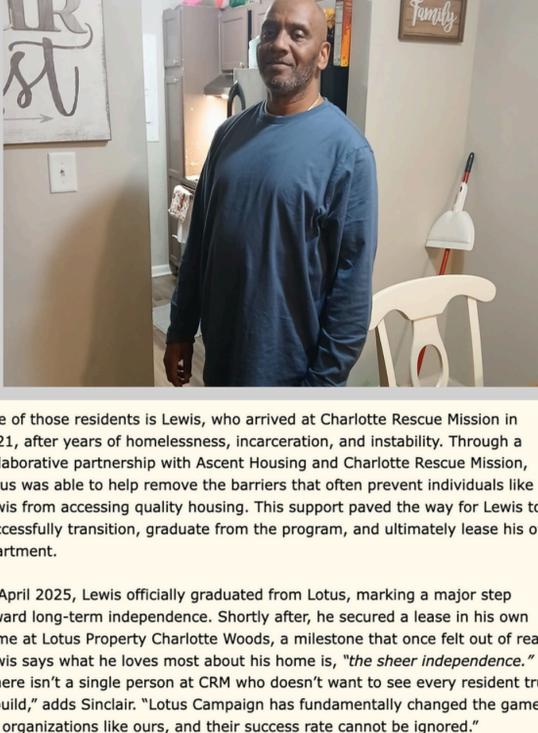


After completing CRM's 4½-month residential recovery program, residents can remain connected through Recovery Living for up to two years. With sustained case management - often a year or more - some residents are ready to take the critical next step: transitioning into independent living.

"That's where Lotus Campaign has made what once felt impossible, possible," Sinclair explains. "In today's housing landscape, social service organizations are stretched beyond capacity - emotionally, financially, and physically. Even when residents are ready, the lack of accessible housing can pull them back into the cycle of being housed, then unhoused again."

"Lotus' partnership is catalytic," she adds. "It allows our expertise to go deeper and farther. The additional funding and the facilitation of housing they bring to the table is exactly what's needed to break this unrelenting cycle."

In only two short years, **14 Charlotte Rescue Mission residents have received Lotus Campaign support**, enabling them to remain housed, continue their recovery, and rebuild their lives. To date, six of those have successfully graduated to independent housing.



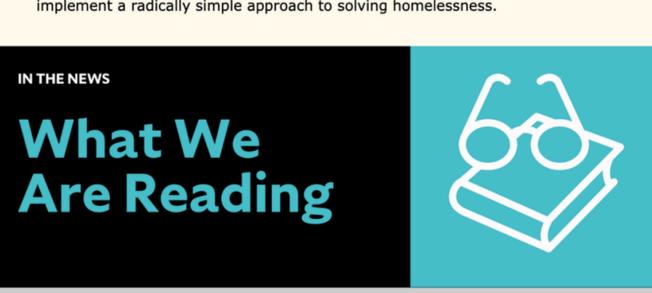
One of those residents is Lewis, who arrived at Charlotte Rescue Mission in 2021, after years of homelessness, incarceration, and instability. Through a collaborative partnership with Ascent Housing and Charlotte Rescue Mission, Lewis was able to help remove the barriers that often prevent individuals like Lewis from accessing quality housing. This support paved the way for Lewis to successfully transition, graduate from the program, and ultimately lease his own apartment.

In April 2025, Lewis officially graduated from Lotus, marking a major step toward long-term independence. Shortly after, he secured a lease in his own name at Lotus Property Charlotte Woods, a milestone that once felt out of reach. Lewis says what he loves most about his home is, "the sheer independence."

"There isn't a single person at CRM who doesn't want to see every resident truly rebuild," adds Sinclair. "Lotus Campaign fundamentally changed the game for organizations like ours, and their success rate cannot be ignored."

Together, Lotus Campaign and Charlotte Rescue Mission are proving what's possible when housing stability and recovery work hand in hand. When people are given time, dignity, and a real path forward, they don't just survive—they step fully into the lives they were meant to live.

HOW LOTUS WORKS



The Lotus Model

As we launch into 2026, we'd like to share this refresher on How Lotus Works. Through philanthropy, we open access to market-rate, mixed-income housing without government funds.

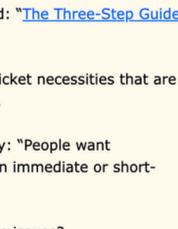
With you at our side, Lotus Campaign and its partners can:

- Qualify potential residents for housing
- Connect with willing landlord partners to open additional units
- Cover application fees and renter's insurance
- Provide guarantees against loss of rent
- Give ongoing support to sponsored residents
- Move individuals and families into safe, stable homes

You are the gamechanger at the heart of every one of these steps. Help us implement a radically simple approach to solving homelessness.

IN THE NEWS

What We Are Reading



In late December, Annie Lowrey of The Atlantic published: "[The Three-Step Guide to Fixing Affordability: First, stop making things worse](#)"

She cites health care, housing and childcare as the big-ticket necessities that are now "wildly unaffordable," with few short-term solutions.

She goes on to quote Stanford economist Neale Mahoney: "People want affordability now, and the tools we have don't work on an immediate or short-term basis."

The collective advice that Lowrey shares to address these issues?

- 1) Stop making things worse.
- 2) Provide immediate relief.
- 3) Then do the hard work of getting the most important prices down.

When it comes to housing, Lotus Campaign tackles # 1 and # 2 through our Landlord Participation Program. By working with social service agencies, and landlords and real estate partners, to house people experiencing homelessness in existing, market-rate units, we are providing immediate relief without having to wait for the big housing construction push. Unlocking housing in units that exist today, helps from making the homeless problem worse.

Short-term solutions for affordability do exist, if we do the work to implement them. And they are incredibly important to work on alongside more medium and long-term efforts.



"It's incredible how many awesome stories are packed into this email. Dennis's story made me cry, and congrats on the purchase. What wins."

-Dannielle Kyrillos

Stay Connected

As we begin a new year, we want to start with gratitude.

2025 was a year of meaningful progress made possible by strong partnerships and supporters who believe collaboration is the key to solving homelessness. Our impact happens because social service agencies, landlords, and philanthropic partners come together around a shared goal.

If you'd like to learn more about what we accomplished, explore partnership opportunities, or understand how Lotus Campaign works alongside our partners in Charlotte and Raleigh, we'd love to connect.

You can connect directly with our Senior Director of Development, Jessica James-Hill, CFRE, [here](#).

Thank you for being part of a community that believes homelessness is solvable when we work together.

Stay Connected

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

Act now to be a game changer.

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