

**RADICALLY SIMPLE.
REAL IMPACT.**

LOTUS CAMPAIGN



(L-R): Landlord Partners from Sandee Road Ventures, Social Service Partner from Roof Above, Charlotte Program Director from Lotus Campaign

**Unexpected allies working together
to solve homelessness.**

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2025: OUR IMPACT

The Lotus Stability Factor

The longer individuals and families stay in housing, the less likely they are to become unhoused again. And they gain a rental history. Nationally, up to 25% of people return to homelessness after their first housing placement. In comparison, less than 5% of Lotus residents are not stably housed after their first sponsored lease. The data tells a clear story here: stable housing, ongoing support, and time are the necessary ingredients for people to move from homelessness to long-term stability.

These numbers show we are truly breaking the cycle of homelessness.

94%

of Lotus graduates secured their own housing within 2 years



MELINA
Sponsored Resident
Charlotte, NC

379

Total supported residents in 2025 in both markets - a 44% increase from 2024



Total supported residents in 2025:

221

in Charlotte
(24% increase)

158

in Raleigh
(98% increase)



New move-ins:

60

in Charlotte

90

in Raleigh



Residents who renewed their lease:

60

in Charlotte

7

in Raleigh

Partnerships



22

Landlord Partners
(76 properties)

17

Social Service Partners

Since 2018

750+

people housed, with an eviction rate of less than 5%

90%

of Lotus residents remain housed at the end of their first lease

"I'm proud to be helping Lotus connect with landlords and raise money to house folks. We have to fight homelessness in multiple lanes and Lotus is one of the most financially efficient groups helping folks get into housing."

DAVID MEEKER

Partner in Trophy Brewing, Elm Partners, and Carpenter Development

Our data tells our story:

200+

With over 200 lease renewals, Lotus Campaign is proving that with the right support, even the hardest-to-house individuals can find and keep a home.

>\$35,000

What a chronically homeless person costs per year.
According to National Alliance to End Homelessness 2017 data

\$2,500

Average annual cost for Lotus Campaign to place and keep someone in housing.

85%

of Lotus residents stay housed for two or more years.

95%

of Lotus residents don't experience an eviction outcome.

2025 was not easy. In a volatile and increasingly expensive housing market, the need for stable housing only grew. Yet due to our partners, supporters, and shared belief that homelessness is solvable, Lotus moved forward with clarity and momentum. Together, we surpassed a major milestone: 750+ people housed since our founding. We strengthened relationships with social service agencies and landlords, welcomed new partners, and raised over \$1 million to sustain and grow our work.

These results represent more than placements. They represent families staying housed, children remaining in school, and adults rebuilding stability.

We take pride in our strong, long-term housing outcomes. Success includes the strength and durability of our partnerships. Many landlord partners begin by offering one unit. Their experience is positive. One unit becomes 10, then 50, then 100.

What began as an innovative partnership is now a proven, scalable model with measurable impact and growing momentum. **With continued philanthropic investment, Lotus Campaign can strengthen its work in Charlotte and Raleigh and prepare to bring this solution to additional communities.** Please join us in scaling what works and reducing homelessness where it matters most.



Beth Silverman
Lotus Campaign Executive Director

DONATE TODAY
lotuscampaign.org/donate



Platinum
Transparency
2026
Candid.

“The failure to effectively address homelessness is often exacerbated by a lack of imagination. Many well-intentioned organizations are committed to applying the same bandages that have repeatedly failed simply because applying a bandage is the accepted standard operating procedure regardless of the inefficacy. Then there is Lotus.”

CARLTON BROWN

Principal and Chief Executive Officer
of Direct Invest Development, LLC;
Lotus Campaign Board of Advisors



(L-R): Julie Paul, Senior Director, Landlord Participation Program at Lotus Campaign; Eric Rosas, Community Manager of The Arbors at Cary

“Lotus Campaign makes it easy for landlords to say yes to trying something new in a way that makes sense. We are excited for Lotus-sponsored residents to call our properties home.”

MARK ETHRIDGE

Principal, Ascent Housing

PARTNERS IN ACTION



BR Apartments Site Manager Yazmin Figueroa (right) with Lotus Sponsored Resident Irma Martinez and Maintenance Manager Carlos Estrada

BR Apartments has worked closely with Lotus Campaign to house multiple tenants. “We provide great apartments in great locations at an affordable price point. Lotus and their social service partners provide the wraparound services. When Lotus-sponsored residents come in with that support, housing works really well.”

“This partnership gives people a second chance.”

YAZMIN FIGUEROA

Property Manager, BR Apartments

WHO WE ARE



"I'm fixing up my house and turning it into a home."

DENNIS

Sponsored Resident
Charlotte, North Carolina

Lotus Campaign brings together real estate leaders and nonprofits to dramatically reduce homelessness by unlocking stable housing for people in need.

It's a win-win-win for everyone:

Win: We give landlords a way to be part of the solution.

Win: We amplify the ongoing support and impact of our social service partners.

Win: We significantly increase available housing for people experiencing homelessness.

"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, Charlotte Rescue Mission, Amber Lakes, and Lotus."

After decades of instability, Dennis rebuilt his rental history and credit through Lotus Campaign.

LOTUS IN ACTION

OUR MODEL

We incentivize landlords.

- Small amounts of capital cover application fees, renters insurance, and guarantees against loss of rent.
- Market-rate, mixed-income housing units are accessed without relying on government funds or support.
- Philanthropic dollars are used to overcome landlords' risks, open doors faster for tenants, and amplify social service partners' impact.

We partner with advocacy and service organizations, amplifying their expertise and impact.

- All tenants are sponsored by social service organizations.
- Landlords work directly with sponsoring organizations.
- Social service partners provide ongoing support to tenants.

We work in neighborhoods of opportunity, close to public transit, schools, major employers, and grocery stores.

- 15% more walkable
- 2x the employment density
- 13% higher on US EPA's Smart Location Index
- Lower area deprivation index (ADI)
- Higher median household incomes

PARTNERS IN ACTION



"I can now work on my goals. I want to be a homeowner one day. Now my kids are able to visit. I have a stable place to stay. I have food to cook. I can turn on the AC. It's peace of mind."

MARIO
Sponsored Resident
Charlotte, North Carolina

"The housing crisis is like a game of musical chairs: when there aren't enough chairs, someone will always be left standing. When housing is scarce, barriers to housing are magnified, leaving people vulnerable."

GREGG COLBURN

Associate Professor of Real Estate at the University of Washington, co-author of "Homelessness Is a Housing Problem"

BUILT TO SCALE



"This apartment and Lotus Campaign have given me hope and opportunity for a better life for me and my daughter."

DESTINY

Sponsored Resident
Raleigh, North Carolina

Lotus Campaign's model is replicable and scalable in any urban center where homelessness is prevalent.

Each partner capitalizes on what they do best:

- Social service partners deliver case management and ongoing support services.
- Landlords provide safe, stable, dignified housing in neighborhoods of opportunity.
- Residents focus on building back their lives.

We invest in trust-building, which yields significant returns: increased program impact, stronger collaboration, and, most importantly, people housed in neighborhoods where they can thrive.

Homelessness is not inevitable. It is solvable.

We have proven that when landlords, developers, service providers, and community investors work together, housing stability follows.

Your support strengthens a proven system that reduces homelessness at scale.

(L-R): Emily McNutt, Program Intern at Lotus Campaign; Julie Paul, Senior Director, Landlord Participation Program at Lotus Campaign; Peninnah Niyokwizera, Resident; Kaiytee Hopkins, Transition Specialist, Hope Center at Pullen

**JOIN US
IN SCALING
WHAT WORKS**



HOW WE WORK

Through philanthropy, we open access to market-rate, mixed-income housing without government funds.



1 An individual or family becomes homeless.



2 Seeking help, they contact one of our social service partners.



3 The social service partner determines whether they are a good fit for Lotus Campaign.



4 If so, our team finds a potential landlord match within our Landlord Participation Program.



5 When a landlord match is found, Lotus covers application fees, renters insurance, and guarantees against loss of rent. This incentivizes landlords and decreases their risks.



6 The individual or family who needs housing moves into an available unit.



7 The social service partner provides ongoing support to ensure access to the resources needed for rebuilding lives and staying housed, which is our ultimate goal – the “Lotus Stability Factor.”

WAYS TO INVEST

We need your support.

WHAT YOU DO

HOW IT HELPS

1. Make a donation

LotusCampaign.org/Donate

- Open doors faster for sponsored residents.
- Amplify social service partners' impact.
- Overcome risks for participating landlords.
- Scale Lotus to new communities.

2. Raise awareness and share our model

- Increase our education efforts through expanded events and community outreach.
- Fuel our data-based, myth-busting campaigns.
- Follow, like and amplify us on social media: LinkedIn, Instagram, and Facebook @LotusCampaign.

3. Join our community

- Attend our annual Key Parties in Charlotte and Raleigh.
- Subscribe to, read, and forward our monthly newsletter to friends and colleagues.
- Ask us about our local Game Changer Collaboratives.

RADICALLY SIMPLE. REAL IMPACT.

“Lotus has broken down barriers that have existed in real estate for far too long. They’ve carved out a pathway that allows owners like us to participate in housing solutions that truly change lives—without having to choose between mission and financial sustainability.”

TREVOR MELITO

Co-Founder/Managing Partner of Sandee Road Ventures

SHARE

Follow, like, and amplify us on LinkedIn, Instagram, and Facebook @LotusCampaign

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Chief of Operations, Sandee Road Ventures

Chris Woodfolk, MBA

Nike Membership Strategy

LOTUS CAMPAIGN

lotuscampaign.org

info@lotuscampaign.org

(704) 324-3330

a 501(c)(3)

