

LOTUS CAMPAIGN

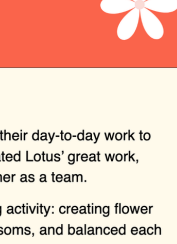


Unexpected allies working together to solve homelessness

MARCH 2026 NEWSLETTER

FEATURE STORY

The Lotus Team Gathers



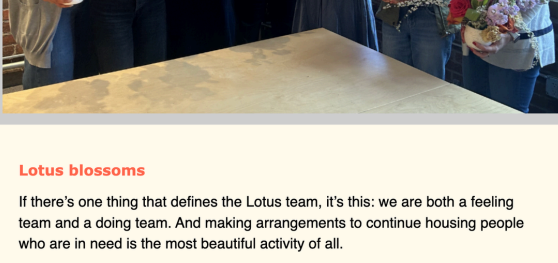
Creating a beautiful future

This month, the Lotus staff took some time away from their day-to-day work to connect as a team. During our staff retreat, we celebrated Lotus' great work, focused on higher level strategy, and spent time together as a team.

A highlight of the retreat was a hands-on team-building activity: creating flower arrangements. As we trimmed stems, rearranged blossoms, and balanced each flower in the larger arrangement, the metaphor was clear. Much like our work with landlords, service providers, and philanthropic partners, success requires TLC, creativity, and a willingness to look at things in new ways. We create something more beautiful - and stronger - when each piece is carefully placed and thoughtfully supported.

We also spent time learning about new data capabilities and enhancements to our dashboard system, which will help us better track outcomes, sharpen our storytelling, and support more effective fundraising. These tools are essential as we continue to scale.

We concluded the retreat by focusing on the future of Lotus Campaign - what expansion looks like, and how we carry forward the momentum we've generated since our founding.

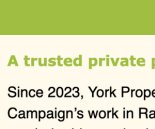


Lotus blossoms

If there's one thing that defines the Lotus team, it's this: we are both a feeling team and a doing team. And making arrangements to continue housing people who are in need is the most beautiful activity of all.



LANDLORD PARTNER UPDATE

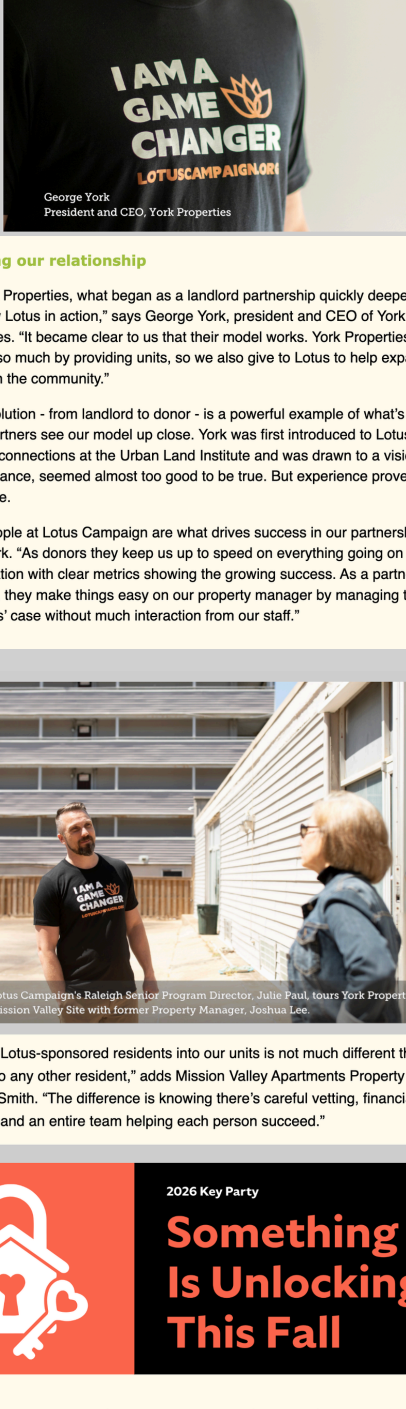


YORK PROPERTIES

A trusted private partnership

Since 2023, York Properties has been a valued landlord partner in Lotus Campaign's work in Raleigh, demonstrating how working with the private sector can help drive real solutions to homelessness. At their Mission Valley property, York has housed 42 Lotus-supported residents to date, with 22 individuals currently living in 16 units. Today, Lotus residents make up six percent of Mission Valley's total units, one of the highest concentrations across the Lotus landlord portfolio.

At Lotus Campaign, we often refer to the Lotus superpower, which is our ability to serve as a trusted connector between landlords and social service partners. Our model depends on building strong relationships with landlords and developers who want to be part of the solution. By aligning property owners with social service providers and philanthropic partners, we create a system that not only places individuals into housing, but supports them in staying there.



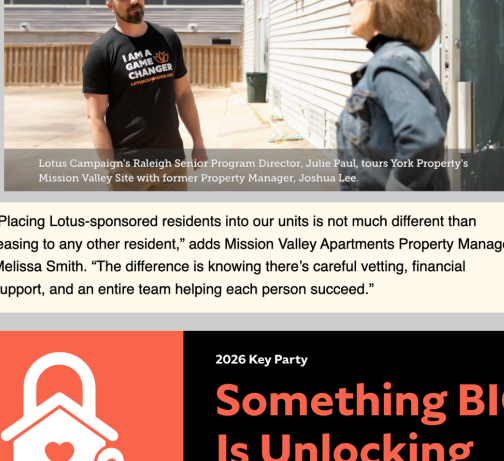
George York
President and CEO, York Properties

Building our relationship

For York Properties, what began as a landlord partnership quickly deepened. "We saw Lotus in action," says George York, president and CEO of York Properties. "It became clear to us that their model works. York Properties can only do so much by providing units, so we also give to Lotus to help expand their impact in the community."

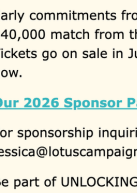
That evolution - from landlord to donor - is a powerful example of what's possible when partners see our model up close. York was first introduced to Lotus through connections at the Urban Land Institute and was drawn to a vision that, at first glance, seemed almost too good to be true. But experience proved otherwise.

"The people at Lotus Campaign are what drives success in our partnership," adds York. "As donors they keep us up to speed on everything going on with the organization with clear metrics showing the growing success. As a partner landlord, they make things easy on our property manager by managing the residents' case without much interaction from our staff."



Lotus Campaign's Raleigh Senior Program Director, Julie Paul, tours York Property's Mission Valley Site with former Property Manager, Joshua Lee.

"Placing Lotus-sponsored residents into our units is not much different than leasing to any other resident," adds Mission Valley Apartments Property Manager Melissa Smith. "The difference is knowing there's careful vetting, financial support, and an entire team helping each person succeed."



2026 Key Party

Something BIG Is Unlocking This Fall

Join us as we come together to UNLOCK new solutions to housing in 2026:

Charlotte: September 15

Raleigh: September 17

The Key Party brings partners, advocates, and community leaders together to UNLOCK housing, opportunity, and stability.

Early commitments from individuals in the Raleigh market will help UNLOCK a \$40,000 match from the AJ Fletcher Foundation if secured before the end of May. Tickets go on sale in June, but a sponsorship can secure your tickets or table now.

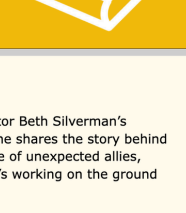
[Our 2026 Sponsor Packet is now available.](#)

For sponsorship inquiries, contact Jessica James-Hill, CFRE at jessica@lotuscampaign.org.

Be part of UNLOCKING what is possible.

IN THE NEWS

What We Are Listening To And Reading



Learn about Lotus

We hope you'll take a moment to read Executive Director Beth Silverman's extensive interview with [The Planning Report](#), where she shares the story behind Lotus Campaign: our founding, why we built an alliance of unexpected allies, how we're approaching homelessness differently, what's working on the ground today, and where we're headed next.

Beth emphasizes that homelessness cannot be solved by any one sector alone, making the case for a broader coalition - one that creates unexpected alliances between the private and nonprofit worlds while focusing on housing people in neighborhoods of opportunity. By activating existing market-rate housing and pairing it with supportive services, Lotus offers a scalable, near-term solution that doesn't rely on future housing stock, while challenging communities to rethink who has a role in solving homelessness, and how.

Thanks to David Abel and Dana Choi for the conversation. Read the full interview [here](#).

Planet Money

Last month we mentioned a New York Times column by Nicolas Kristof about a recent study showing how much proximity matters to a child's future success.

NPR's [housing program helped kids escape poverty — by changing who they befriended.](#)

To recap Harvard economist Raj Chetty and his Opportunity Insights' research findings, children who grow up in integrated, mixed-income communities fare well as adults - more college attendance, less incarceration, higher incomes.

And in our book, that translates into less homelessness.

At Lotus Campaign, placing people experiencing homelessness into market-rate units located in neighborhoods of opportunity is an integral, steadfast part of our mission. We help house people near good schools, jobs, transit, and everyday amenities. The neighborhoods are:

- 15% more walkable
- 2x the employment density
- 13% higher on the EPA Smart Location Index
- Lower on the area deprivation index (ADI)

Because we've always known that location, location, location does matter in terms of solving homelessness and creating thriving communities. And we're thrilled to have Opportunity Insights' data to back us up.

Please take a listen to the story!

BE A GAME CHANGER

"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

Act now to be a game changer.