

LOTUS CAMPAIGN



Unexpected allies working together to solve homelessness

April 2024 NEWSLETTER

FEATURE STORY

Lotus' 2025 Impact Report Is Here



Dear Friends,

Real change happens when bold ideas meet real partnership. At Lotus Campaign, we are proving that homelessness is not inevitable. It is a solvable problem when we bring together unexpected allies across real estate, social services, and philanthropy. Read our [2025 *Unlocking Our Future* Report](#) and learn how we're working to see what game-changing results are accomplished.

In 2025 alone, your support allowed us to:

- Help more than **370** people secure and maintain stable housing, a **44% increase** since 2023.
- Partner with **23 landlord partners** across **70 properties** in two cities, expanding access to market-rate housing for those who are often locked out.
- Ensure that **88%** of our sponsored residents secure their own housing within two years, creating long-term stability, not temporary solutions.

That is not just charity. That is a proven, scalable solution. And it is also one of the most cost-effective approaches to solving homelessness.

[Read the Report Here!](#)

With more than **300 lease renewals**, Lotus Campaign is proving that with the right support, even the hardest-to-house individuals can find and keep a home.

But we are not stopping here. The need is growing, and so is our ambition. Will you help us continue to scale what works?

[Learn more](#) and become a game-changer in the fight to end homelessness or keep an eye out for our spring campaign **UNLOCKING** next week.

With gratitude,

Beth Silverman
Co-Founder and Executive Director at Lotus Campaign

NEW SOCIAL SERVICE PARTNER



The Harvest Center of Charlotte

A welcome addition to the Lotus family

Lotus Campaign is pleased to welcome The Harvest Center of Charlotte as our newest social service partner. True to its name, The Harvest Center is a place of transformation for individuals experiencing non-chronic homelessness. Many people want to regain their independence but struggle to believe it's possible, just as many in the broader community doubt that homelessness is solvable.

Together, Lotus Campaign and The Harvest Center are demonstrating that both are not only possible, but already happening every day in Charlotte.



Left to Right: Kelly Williams, Transformation Director at The Harvest Center; Tom King, Chief Operating Officer at The Harvest Center; Beth Silverman, Executive Director at Lotus Campaign; and Jennifer Davis, Director of Client Support at Lotus Campaign.

Unlocking our relationship

Chief Operations Officer Tom D. King shares that Lotus is a natural fit for The Harvest Center because both nonprofits offer practical, life-changing solutions to clients. "This partnership strengthens our ability to guide participants beyond temporary relief and into permanent housing, sustained supportive services, and long-term independence. By working together, we can remove barriers and connect people to the resources they need to find and keep housing."

Lotus Campaign's Charlotte Program Director Geoff Brooks shares, "We've been impressed with The Harvest Center's success with their clients, particularly their 0% residential rate."

"Facing competition with structure, accountability, and opportunity, Lotus Campaign and The Harvest Center are ensuring participants are not just housed, but supported for the long haul, leading to staying housed long after their initial intake," adds King. "Partnering with Lotus expands our capacity to walk participants through every step, from crisis to permanent housing, thereby creating real, lasting solutions to homelessness. Aligned in mission, we are turning hope into homes."



We look forward to sharing stories of Harvest Center participants who find safe, stable, and permanent homes through Lotus Campaign's network of landlord partners.



LANDLORD PARTNER UPDATE

Santee Road Ventures

A partnership paying off dividends

Beth Silverman recalls her first meeting with Santee Road Ventures (SRV) Co-Founder Trevor Pettis at the Community Matters Cafe in Charlotte in 2023. Over breakfast they talked about Trevor's vision to gain real estate development with real social impact, a vision after Beth's heart and part of Lotus Campaign's long-term vision. They also met Trevor's partner, Harry Blomel, and it was the same energy - clear-eyed, driven and committed to doing well and doing good.

It was obvious to Beth that Trevor and Harry were not just talking, but were going to take bold action and make their vision a reality. "The passion and authenticity behind Santee Road Ventures were real. I knew from day one that I wanted to help them, and to find a way for Lotus to be a part of their vision."

Fast forward to 2024. SRV just announced the closing of Sharon Oaks, a 99-unit affordable housing community in Charlotte, NC, and a property with meaningful history in this city.



Seven years ago, Sharon Oaks was the first property supported by the City of Charlotte's Housing Trust Fund. Asset Housing and the City worked together to help keep these homes affordable—an early example of how partnerships can protect housing for people who need it.

That same commitment continues today. As Santee Road Ventures takes over, the existing city loan stays in place, helping ensure the property remains affordable and continues offering services that support residents' long-term stability and growth. Sharon Oaks will remain affordable for people earning between 30% and 80% of the area's typical income through 2034.

And just as Beth envisioned in 2023, Lotus gets to be a part of it, through our Landlord Participation Program. This is the fifth property SRV has added to its partnership with Lotus Campaign (four in Charlotte, one in Raleigh), having housed 87 residents, including six renewals, since 2024.



Trevor adds, "We are so proud to partner with Philp Feyer (also a co-founder of Lotus), Beth Silverman, and Lotus Campaign on this acquisition. With deep multifamily experience and a strong commitment to resident support, our partnership with Lotus helps ensure Sharon Oaks is not only a preserved affordable housing asset, but also a platform for upward economic mobility and stronger outcomes for the families who call it home."

SRV and Lotus agree that collaborations like this are how Charlotte addresses its housing crisis — through intentional partnerships, long-term thinking, and a shared commitment to keeping quality housing accessible to the people who need it most.

"It's been incredible to watch Trevor and Harry build SRV into something real—and bring on standout leaders like Jason Neefe, CAM, CPM, to help scale the impact," says Beth. "I am beyond thrilled that Lotus gets to be part of this. This is what it looks like when values turn into action—and when the right people come together. Hopefully it inspires more folks to jump in too."



Other folks are jumping in. In November 2023, [Lotus partnered with ABC Impact Capital to acquire Sharon Oaks](#), a 400-unit, garden-style community, also in Charlotte. Through this partnership, 20% of the units will be reserved for Lotus clients through our Landlord Participation Program.

Read more about SRV's acquisition of Sharon Oaks [here](#).

IN THE NEWS

What We Are Listening To And Reading



Our founder co-founder and executive director Beth Silverman is staying fit on the podcast circuit.

PodSpill's One Room At A Time

Beth joined Allison Williams, founder and CEO of PodSpill, for a compelling two-part conversation on the PodSpill podcast, *One Room At A Time*. Together, Allison and Beth explore the realities of homelessness and housing affordability, the importance of staying motivated, and how Lotus is busting myths about homelessness, while building sustainable solutions.

Beth shares how Lotus Campaign's model connects landlords, developers, and social service providers to place individuals into market-rate, mixed-income housing—quickly and without waiting for new construction. Beth also references housing heroes like Dr. Gregg Collins, Dr. Margy Kuehl and Community Solutions, and takes a hard look at what it truly takes to create lasting impact.

Take a listen to [part one](#) and [part two](#), and hear how Beth works Bad Bunny into the conversation.

ChangeMakers

Beth's dear friend Beth on her Quora ChangeMakers podcast, as they discussed how real change in housing doesn't happen in isolation, and focusing on policy alone is not a solution to homelessness. Real change happens when people with different perspectives come together with a shared goal. Beth shares her own firsthand struggles with homelessness, as Beth talks about why homelessness is often misunderstood, how small financial gaps keep people out of housing, and what it takes to build a system that actually works at scale.

Find the full episode [here](#).



Something BIG Is Unlocking This Fall

Join us as we come together to UNLOCK new solutions to housing in 2024!

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 AD Peltzer Foundation if received before the end of May. Tickets go on sale in June, but a sponsorship can secure your tickets or table now.

Our [2024 Sponsor Packet](#) is now available.

For sponsorship inquiries, contact Jessica Jones-Hill, CPSE at jjones@lotuscampaign.org.

Be part of UNLOCKING what is possible.

BE A GAME CHANGER

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LOTUS CAMPAIGN

LOTUS CAMPAIGN
PO Box 20037
Charlotte, NC 28228
(704) 358-5330
www.lotuscampaign.org

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