



LOTUS CAMPAIGN'S 2026 KEY PARTY

Unlocking stable housing for neighbors

Join Us!

For more information on sponsoring, please contact our Senior Director of Development, Jessica James-Hill, CFRE: jessica@lotuscampaign.org

Charlotte

Tuesday, September 15
6:00pm
The Ruth by Beau Monde
2122 Thrift Road
Suite C
Charlotte, NC 28208

Raleigh

Thursday, September 17
6:00pm
Whitaker & Atlantic
1053 East Whitaker Mill Road,
Suite 111
Raleigh, NC 27604

**LOTUS
CAMPAIGN**



Dear Future Lotus Campaign Investor,

Lotus Campaign is no longer an idea. It is a proven model.

Since our inception, **786 individuals and families** have been housed across Charlotte and Raleigh. In 2025 alone, we supported **379 residents**, a **44% increase** over the previous year.

Measurable, Durable Outcomes

- 90% housing retention rate
- 5% eviction rate since inception
- 85% complete two or more years
- 94% of graduates secure independent housing without subsidy

These are more than numbers. They reflect families building stability instead of living in crisis.

Powered by Partnership

This impact is driven by partnerships between landlords, developers, service providers, and corporate and philanthropic leaders.

The Key Party: Fueling What Works

The Key Party is our flagship event and a critical driver of this momentum. Sponsorship fuels expanded landlord partnerships and housing inventory, infrastructure and technology that strengthen retention, growth in placements across Charlotte and Raleigh, and readiness to replicate this model in new communities.

As we strengthen our current markets, we are preparing for thoughtful expansion. The opportunity to scale a proven solution has never been greater.

The Key Party is more than a celebration. It is an investment in a model that works and a movement that is growing.

Together, we are reducing homelessness.

Sincerely,

Beth Silverman
Executive Director, Lotus Campaign

Sponsorship Opportunities

INVESTMENT & BENEFITS*	PRESENTING \$25,000 +	PLATINUM KEY \$10,000	GOLD KEY \$5,000	SILVER KEY \$2,500	BRONZE KEY \$1,000	COPPER KEY \$500
Tickets available for company employees	● 2 tables	● 1 table	● 6 tickets	● 4 tickets	● 3 tickets	● 2 tickets
Tickets to VIP reception with keynote speaker	●	●	●	●	●	●
Logo on our event page and program	● Premium placement	● Large logo	● Medium logo	● Small logo	● Name only	● Name only
Recognition in all emails prior to the event	●	●	●	●	●	●
Company ad in our event program	● Full-page	● Half-page	● Quarter-page			
Sponsor recognition posts across Lotus's social media platforms	●	●				
Opportunity to put company swag into guest swag bags at the event	●	●				
Special feature Q&A about the company posted on our event page	●					
Opportunity for representative to give short remarks about company at the event	●					

*Tax-deductible amount is reduced by the fair market value of the tickets used.

Kudos on what was absolutely hands-down the best fundraiser I have attended. I normally save all my donations for the end of the year, but I was so moved by the entire presentation and evening that I had to do something in the moment! A big round of applause for all that you do.

-2025 Key Party Attendee

lotuscampaign.org
info@lotuscampaign.org
(704) 324-3330
a 501(c)(3)
EIN: 82-4662347

**LOTUS
CAMPAIGN**



Highlights from 2025

Over
200
attendees

\$127K
raised

2025 Supporters

Wells Fargo
Philip and Mary Ruth Payne
Blue Heel Development
Park National Bank
Holly Withers
York Properties
Woodward & Woodward PLLC
Anna Neal Blanchard
Gingko Residential
Pfalzgraf Communities
Phyllis Rideout
Meredith and John Rivers
Keiter
Phil and Michelle Wall
BR Apartments

Ascent Real Estate Partners
LEO Impact
Grubb Properties
Trophy Brewing
Carpenter Development
Fortis PM
Fulton Peak
APG Capital
AJ Fletcher Foundation
DLA Piper LLP
Kelley Development Company
Sandee Road Ventures
Williams Auto Group
First Form
Grubb Ventures
Maverick Building, LLC

Organization Highlights

90%
Success rate

\$2,500
Full programmatic cost
per participant

- Recipient: Fast Company's World-Changing Ideas Award
- 40 game-changing partners
- 786 people housed
- 2 cities launched