

LOTUS CAMPAIGN



Unexpected allies working
together to solve homelessness

August 2024 Newsletter

Feature Story

Cheers to 8 Years of Lotus Campaign!



Lotus Campaign just turned 8. And we think that's great!

Here are Lotus Campaign's greatest moments from this past year. Thank you for celebrating with us!

1. Housing more than 860 residents since we opened our doors.
2. Housing our 200th resident in Raleigh.
3. Hiring a life-time member to our staff. You met Emily Mellett in our last post... My, how we've grown!
4. Launching our Charlotte and Raleigh Game Changer Collaborations, which bring together local leaders, partners, and advocates to deepen relationships, share ideas, and identify opportunities to collectively advance solutions to homelessness in their community.
5. Winning a game-changing grant from property management and real estate software company Yardi Systems for our work in Raleigh.
6. Having amazing conversations with like-minded colleagues including Billus, Lefflers of [Paulista](#), Katie Goss of [ConceptHousing](#), David Reed of [The Housing Project](#), 40 leaders of LEO Impact Capital and Emily Lucas of [Broombridge](#) for the [2024 Charlotte Summit](#), Rebecca Christian of [Housing Justice](#), and Isabella Coleman of [The Carolina Journal](#).
7. Reaching an [agreement](#) with LEO Impact Capital to acquire Sharon Crossing apartments in South Charlotte, where 20% of the units will be designated for Lotus sponsored residents.
8. Exceeding our fundraising goals at the 2024 Key Parties.

Now, we need your help to keep that momentum going.

Eight years. Eight milestones. And eight seats waiting to be filled at your Key Party table.

Earlier seven colleagues, clients, friends, or family members will join us for the 2024 Key Party. Together, you will hear from Dr. Jim O'Connell, connect with people working across sectors to make housing possible, and learn how unexpected allies are unlocking solutions that work.



2024 Key Party

Meet Dr. Jim O'Connell

Stroked Doctor Dr. Jim O'Connell Prescribes Housing as a Solution for Homelessness

When we heard Dr. Jim O'Connell say, "Housing is the absolutely critical and necessary part of solving this homelessness problem!" we knew we had to meet him. And we can't wait for you to meet him as well, at our 2024 Key Parties, where he'll be our featured speaker. A nationally recognized physician, author, and leader in homelessness and healthcare, we are honored to welcome him and share his game-changing leadership in housing and medicine.

Dr. Jim was the celebration of his graduating class at Duke University. He attended Harvard Medical School and was ready to start a prestigious fellowship when his chief of medicine asked him to take a brief sabbatical to start a program for the homeless.

Dr. Jim recalls what he told his chief, "Yes, I'll do whatever you want for a year!" that resolution lasted for a year. "My job for the first few months was to wash people's feet, and I can remember thinking what a mistake I'd made taking this job. This is not what I had been planning on doing. And then I saw, you know, kneeling on the floor, washing feet, and realizing we were there to serve people."

He stayed, and founded the nonprofit [Boston Health Care for the Homeless Program \(BHCHP\)](#), which now has 600 employees who treat more than 12,000 patients each year.

"I am forever grateful to have been at Boston General surrounded by people who are really interested in trying to give of themselves rather than take for themselves. We were all supposed to be doing something good."

For the past five decades, Dr. Jim has been a caregiver for Boston's most vulnerable, and by listening to each foot, he answered a higher calling.

Dr. Jim's work is the subject of New York Times Best Seller [Joseph G. Sweeney Jr., Dr. Jim O'Connell's Journey From a Being Striving to Homeless Struggle](#). By Tracy Kasper, published in 2023. Dr. Jim also authored [Stories from the Streets: Reflections of a Street Doctor](#).

You won't want to miss him in Charlotte and Raleigh.



Featured Partners

A Good Afternoon With Lotus Partners

The Charlotte housing market has faced significant challenges this year, making strong partnerships more important than ever. In late July, our Charlotte team brought together Lotus partners to celebrate the relationships that make the Lotus Landlord Participation Program successful and to strengthen collaboration across the housing community.

The gathering included representatives from **12 participating landlord partners representing 12 apartment communities, 10 social service partners**, and other community stakeholders. Together, participants connected around a shared goal: expanding housing opportunities and helping more individuals and families secure stable housing.

"The event was especially meaningful at this time. With federal policies and funding shifting all around, social service agencies are navigating continued uncertainty in finding housing for their clients," says Charlotte Program Director Geoff Brooks. "Bringing everyone together created an important opportunity to reconnect, share ideas, discuss available housing opportunities, and build new relationships."

These personal connections are already making an impact. The event generated a significant increase in interactions between participating landlords and social service partners, with **10 new applications now pending**. Beyond the immediate outcomes, participants valued the opportunity to put faces to names, strengthen trust, and create the kind of relationships that can lead to more housing placements.

The gathering offered a welcome reminder of what is possible when landlords, service providers, and community partners come together with a shared commitment to finding solutions. By continuing to build these partnerships, Lotus can continue opening more doors to housing for individuals and families across Charlotte.

Feature Story

Beth Silverman at Asheville Downtown Association



Tonight, August 20th at the Asheville Downtown Association, Brian Allen (CEO) Jackson of LEO Impact Capital will join Lotus Campaign's co-founder and executive director Beth Silverman at a Member Home Housing, Capital & Community. Lotus recently co-invested with LEO Impact Capital on [Sharon Crossing, a workforce housing project in Charlotte](#). Offering a rare combination of on-the-ground housing work and capital investment, plus a shared belief that solving housing requires both, they will dig into the hard topics: housing affordability, real solutions to homelessness, and how capital can actually move the needle on both. They've got a few tricks up their sleeves to keep it fun, engaging, and leave some myths.

Visit [here](#) for more information.

Initiatives

What We Are Reading



This NY Times article, [In South-Charlotte Subsidizedly, Dr's Housing Goals](#),

features a promising model that we are already implementing at Lotus Campaign. One of the most significant developments in our growth as a nonprofit dedicated to housing the most vulnerable in market-rate communities has been expanding our partnerships with real estate developers. These relationships have created layered, creating housing opportunities. They now include developers joining alongside us to make our mission possible.

Over the past year, Lotus invested in the south-Charlotte apartment community Sharon Crossing with LEO Impact Capital. Through our Landlord Participation Program, a percentage of units will be reserved for Lotus sponsored clients, creating stable housing opportunities for individuals and families who need them most. We're proud to be part of this portfolio alongside partner AJ Jackson.

We are especially encouraged by Mark Skridge of Savant Housing, another participating landlord partner, summing up the potential of this model: "The so much more evident that this could happen in any market near because I've seen it, with different people in a completely different environment. If you know the real map and the playbook, you really can harness something special."

We share that optimism at Lotus. What we're doing in Charlotte isn't unique to this market; it is a model that can be replicated and scaled in communities across the country, as our work in Raleigh is already proving.

This is what's possible when private capital and mission-driven work move together. And we're just getting started.

Stories from the Streets: Reflections of a Street Doctor

In the last issue of the newsletter we recommended Tracy Kasper's biography of Dr. Jim, [Joseph G. Sweeney Jr., Dr. Jim O'Connell's Journey From a Being Striving to Homeless Struggle](#). Now we're reading Dr. Jim's own collection of stories and essays, [Stories from the Streets: Reflections of a Street Doctor](#), available through Boston Healthcare for the Homeless Program. Written during thirty years of caring for people experiencing homelessness in Boston, Dr. Jim gently illuminates the humanity and raw courage of those who struggle to survive and find meaning and hope while living on the streets.

LOTUS CAMPAIGN'S 2024

Key Party



Purchase Tickets

- [Purchase a Table of Four Tickets for Charlotte Event | September 18, 2024](#)
- [Purchase a Table of Four Tickets for Raleigh Event | September 12, 2024](#)

Thank You to Our Current Sponsors

We're grateful to the incredible organizations and individuals who have already committed to making this year's Key Party a success. Your partnership is helping unlock more housing opportunities across North Carolina and inspiring others to join this important work.

Thank you for believing that housing is valuable when the right people come together.



2024 Key Party

Thank You To Our Sponsors!

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Lotus Campaign

There is still time to join this outstanding group of community leaders by becoming a sponsor.

Become a Sponsor

Help unlock what's next. Sponsor the 2024 Key Party and demonstrate your organization's commitment to building stronger communities through partnership, innovation, and housing stability.

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