

LOTUS CAMPAIGN



Unexpected allies working together to solve homelessness

September 2024 Newsletter

Feature Story

Our 2026 Key Parties Were Our Most Successful Yet!



Key Parties break attendance and fundraising records

What a couple of nights at our Charlotte and Raleigh Key Parties! Every guest's presence, energy, and support made the evenings simply unforgettable.

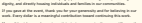
We are proud to report that the Key Parties raised **\$488,472** for state-funded housing homelessness and continuing to unlock safe, stable housing for sponsored residents like Crystal and Brandon in Charlotte, and Alana in Raleigh.

Last year's Key Parties raised approximately **\$424,666**. At an average cost of **\$2,668** to support each resident, this year's increase alone could help **27 additional neighbors** access stable housing.

We are also thrilled to share that our mainline A.S. Fletcher Foundation challenge in Raleigh, totaling an additional **\$40,000** matching gift to support our work. Altogether, the Key Parties and matching gift represent the potential to help approximately **94 people** move from homelessness toward lasting stability.

Homelessness is solvable. For the past eight years, we have been undertaking what works and becoming game changers in the housing space. Right now, we have all the pieces in place to house more of our neighbors in need.

- Charlotte and Raleigh landlord partners ready with available units
- Social service partners standing by to provide ongoing support, and
- Neighbors who are qualified and waiting for a safe place to call home.



"The event was excellent. I have been to every one, and this was superior in every way."

We need the funding to continue connecting these pieces. This is where you come in. When you invest in Lotus Campaign, you are unlocking doors, restoring dignity, and directly housing individuals and families in our communities.

If you gave at the event, thank you for your generosity and for believing in our work. Every dollar is a meaningful contribution toward continuing this work.

If you did not have a chance to participate in our events, there are still more than three months left to make an impact. We are quickly approaching **500 people housed**, and we could use your help reaching our goal of **6,000 people housed by the end of this year**.

[Make a gift online as easy as 1-2-3.](#)

If you would like to talk about how your gift can make the greatest impact, please reach out to Senior Director of Development Jessica James Hill, CFRE at jessica@lotuscampaign.org, or call her directly on her calendar here: [Schedule a conversation](#).

We invite you to [subscribe to our newsletter](#) and follow [@lotuscampaign](#) on Instagram and LinkedIn to stay updated on our progress. Please engage with and share our goals, or create your own writing set!

If you live in the Charlotte or Raleigh area and would like to become more involved, we also invite you to consider joining one of our **Game Changer Collaboratives**. These local friends of groups meet three to four times each year to learn more about our work, spread the word about Lotus, introduce us to new people, and say our name in rooms where we are not yet present. For more information, please contact Julie Paul, Senior Strategy, Landlord Participation Program, at julie@lotuscampaign.org.

We are especially grateful to our keynote speaker, Dr. Ben O'Connell, for sharing his insights to our premiering speakers, **Philip and Mary Beth Pappay**, to the **A.S. Fletcher Foundation** for providing the Raleigh matching opportunity, and to all of our generous sponsors for making these evenings possible.

Thank you again for celebrating with us, standing with our partners, and choosing to be part of this game-changing movement.

"Thank you for inviting us to the Lotus Campaign Key Party. We and our guests had a great time and look forward to the continuing great work that you are doing to and for our community."



Feature Story

Two Months, Two Bedrooms, One Happy Couple

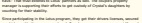
Within two months of connecting with Lotus Campaign, Crystal and Brandon had a home to call their own.

That's in stark contrast to other attempts the couple made to secure housing after being homeless for a year and a half. They got close to qualifying for housing through a government-assisted program. But in an ironic twist, earned \$275 less month income per year, pricing them out of the program.

Reassured from additions and determined to get out of homelessness, Crystal and Brandon had landed at Hope Haven in Charlotte. The mother of two, Crystal was also on a mission to regain custody of her two young daughters, and have a home for her young adult children to come visit.

Feeling how committed they were to creating a stable life for themselves, Hope Haven connected them to Lotus. Recognizing that many housing-hungry individuals and families have multiple barriers in their efforts to secure a lease, Lotus' requirements for housing are more lenient than most other programs. And Lotus offers much more support in terms of covering housing, and helping residents stay housed. Lotus helped Crystal and Brandon bypass a credit check, and paid their move-in fees, so they could gain stability through housing sooner rather than later.

They moved into a one-bedroom apartment at Kennedy Glenn Apartments in November 2023. Kennedy Glenn, located in a Charlotte neighborhood of opportunity near public transit, grocery stores, and good jobs, is owned by Lotus participating landlord partner-tenant Housing.



"Lotus is a life-changing program, and they are so easy to work with," shared Crystal. "They are true partners. We trust Lotus Campaign with everything we have." That trust extends to Lotus' partners as well. The couple's property manager is supporting their efforts to get custody of Crystal's daughters by working for their stability.

Since participating in the Lotus program, they got their drivers licenses, secured a vehicle, and both are now employed. Brandon serves as a manager at Harrah's Market. He also expressed immense pride in holding onto his position to help facilitate employment opportunities for at least six individuals who were actively in recovery or experiencing homelessness. Crystal is a cashier at American Deli, and is looking to become an assistant manager.

Less than one year after they first moved into the Lotus-sponsored property, Crystal and Brandon were able to move into a two-bedroom in the same neighborhood, qualifying for a lease on their own, without Lotus' support. That two-bedroom puts them one step closer to regaining custody of Crystal's children, and lays ahead in their long-term stability.

See Crystal and Brandon tell their own story in this [Spectrum News](#) feature by Arin Gatti-Almon.

Lotus News-Changing Lives

ULI Recognizes Sharon Crossing



A Lotus Campaign Partner Project, ULI's Sharon Crossing Community Named a Finalist for ULI's Inaugural Housing Impact Awards.

Charlotte community recognized for a subsidy-free acquisition model that can be replicated in other markets

Sharon Crossing, a 144-unit community in Charlotte, North Carolina, acquired last year by [ULI Impact Crossing](#), in partnership with Lotus Campaign, has been named one of four finalists nationally for the Urban Land Institute's inaugural [Housing Impact Awards](#).

Administered by ULI's Terrilliger Center for Housing, the awards recognize developments that expand housing supply and affordability for lower- and middle-income households. The awards also seek to highlight innovative financing and models that can be replicated in other markets.

Through the Lotus partnership, up to 30 units at Sharon Crossing — or roughly 20% of the community — are reserved for individuals and families experiencing or at risk of homelessness, through our Landlord Participation Program.

"We are proud of what Sharon Crossing represents. The community is located in a high-impact neighborhood in Charlotte and brings together people from all walks of life — those who have experienced housing instability alongside everyday renters. That combination of location and connection opens the door to long-term economic mobility for all of them," said Brian Allen, CEO, President of ULI Impact Capital. "We're grateful to ULI's jury for recognizing that impact and to the Lotus Campaign for the close partnership."

"Sharon Crossing is the embodiment of Lotus Campaign's mission, which is to bring together unexpected allies — real estate developers and landlords, social service agencies and philanthropists — to provide safe and stable housing for those in need," said Lotus Campaign Executive Director Beth Stuenkel. "By partnering with an experienced impact investor like ULI, we are connecting people who have experienced housing instability with quality housing in a community where they can put down roots. The combination of housing and supportive services — plus time — is the key to our sponsored residents staying housed long-term. Thanks to partners like ULI, we do this work without government funding and without having to wait for more construction. We hope this model can serve as a blueprint for expanding housing opportunities and building stronger communities in Charlotte and beyond."

ULI acquired Sharon Crossing in November 2023 as the inaugural investment of the ULI Impact Housing Fund. In its announcement, ULI noted that the transaction relied on "conventional government-sponsored enterprise (GSE) debt rather than public subsidy, offering a fast, replicable model for preserving affordability at existing properties."

Winners will be announced in February 2027 at ULI's Housing Opportunity Conference in Denver.

Read ULI's full announcement [here](#).

in The Independent

What We Are Reading And Listening To



In addition to the Spectrum News segment and the A&J American award, we are so thrilled to be featured in two additional articles:

Charlotte People article by Robert Davis: [A New Model for Charlotte People Without Government Funding](#). We are pleased to report that since our 2023 Impact Report came out, about in this article, we are housing 198 people housed since 2023.

Newsline Express article by Brionna Sellers: [Charlotte Breaks Down Barriers: Housing Collaboration Sparks A Solution For Homeless Neighbors](#) wraps a late August presentation in Salisbury, NC, by our executive director Beth Stuenkel and ULI Impact Capital partner AJ Jackson.

We're also listening to:

On with Kara Walker podcast's September 2nd episode: [Three Hopes of the Blue Cities as a Beloved Home](#)

Denver Mayor Mike Johnston broke some of the most ingrained myths about homelessness, and shares how his administration saw a reduction in homelessness fall in 2023 for the first time in almost a decade. "While we know that mental health and addiction can cause homelessness, we know that homelessness profoundly causes mental health and addiction. The reason you have housing first is you want to stabilize first... (providing stability first) is like asking to do physical therapy before you've closed the open wound on the side of their leg."

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