HOME = HOPE
Mission

To increase the availability of housing for people experiencing homelessness by engaging the for-profit sector as a partner in the solution.

Lotus Campaign was founded to reimagine how our country is empowered and enabled to respond to homelessness.

The organization was born in July of 2018 after turning our attention to the intricacies of how people are currently housed, and the steps and players that are part of a person’s journey to having a safe, stable place to call home. During that process, we recognized two critical, yet missing, elements: the for-profit sector and connectivity.

These crucial pieces have driven catalytic change and powered unprecedented scale for a myriad of other challenges. Why couldn’t we bring the for-profit sector to the table to create scalable, lasting impact in the arena of housing and homelessness? And where are the gaps in connectivity?

We considered the risk and cost barriers that keep landlords from making apartments available to those experiencing homelessness. Our Landlord Participation Program breaks down those barriers by providing an upfront participation payment and economic guarantees to landlords, minimizing their risks. We also ensure tenants receive social services from our partner nonprofits, while they’re being housed. Lotus Campaign bridges the gaps between those who know the most about real estate and investment and those who know the most about ongoing support and social services.

The short supply of housing, in tandem with expanding need, was also identified as a key problem. We increase that number by acquiring existing properties using a combination of private sector capital — traditional mortgage debt and equity — plus Lotus Campaign funds. Soon, we will undertake the development of new properties using private capital.

Our programs bring together allies to open more and new doors. They are about building intentional, impactful community behind the scenes and adding to the fabric of communities across America. Since launching, we’ve helped more than 250 people into housing at a cost of less than $800 per person per year, invested in our first real estate project, reserving 20% of the units for Lotus Campaign clients, and traveled across the country advising others on what we do and why it matters.

Our impact to date proves that disrupting an inefficient system through nontraditional ideas and new models makes a tangible difference. None of this would be possible without you.

Thank you for your support.
Lotus Campaign

Beth Silverman
Molly McCabe
Mary Ruth Payne
Philip Payne
HOW IT WORKS

Our three-part model engages immediate, medium and long-term solutions.

INCENT
To reduce risk, through our Landlord Participation Program, we:
• Provide a participation payment to landlords;
• Cover application fees;
• Guarantee against loss of rent and damages;
• Ensure renters have support from partnering sponsor organizations; and
• Offer eviction assistance.

INVEST
To create and maintain housing, we:
• Partner with investors to purchase, rehab, and create mixed-income housing;
• Focus on the sustainable preservation, restoration, and renovation of existing multifamily housing; and
• Make improvements that reduce energy and water consumption, and include initiatives that improve the overall health and safety of a building.

ADVISE
To debunk myths and provide information, we:
• Provide advice and educational resources to public agencies, the general public, nonprofit organizations, and the for-profit sector;
• Bring awareness to issues of housing affordability and best practices around real estate finance and development; and
• Will soon pilot innovative construction techniques and materials that decrease the cost of development.

We help landlords and property management professionals and social services organizations speak each other’s languages.

Partners

CHARLOTTE FAMILY HOUSING
Partnering with Lotus Campaign’s Landlord Participation Program, Charlotte Family Housing has housed 29 families. CFH is a “shelter-to-housing” program that works to empower families to achieve lifelong self-sufficiency through shelter, housing, supportive services, and advocacy. Lotus provides CFH with access to quality, middle-market housing in neighborhoods of opportunity their families can be proud of, a faster timeline from application to move in, and overall cost savings. Additionally, CFH worked with Lotus Campaign and Ginkgo Residential to develop a new eviction mitigation program that helps families who are in imminent danger of becoming homeless, due to the recent COVID-19 pandemic.

“Lotus Campaign focuses on attracting housing providers, incentivizing them financially, and removing barriers to accepting renters who would not normally qualify for their units.”
Elizabeth Kurtz, Charlotte Family Housing Chief Housing Officer

GINKGO RESIDENTIAL
Ginkgo Residential currently houses more Lotus clients than any other participating landlord. For more than 30 years, Ginkgo and its predecessor entities have provided reasonably priced, high-quality workforce housing that promotes the health and well-being of its residents, while being environmentally friendly and energy efficient. And in July of 2018, the company expanded its mission to ensure more of its housing helps the homeless and became Lotus Campaign’s first participating landlord.

“For me, it simply comes down to two questions: If not for companies like ours, who will address this supply need? If not for companies like yours, who will address the resident’s ancillary needs? Neither works without the other.”
Bill Green, Principal

Thanks to our other partners, which include:
Sponsoring Organization – Roof Above, Running Works
Participating Landlords – Levine Properties, Marsh Properties
Her life today is unrecognizable from the one she led when first arriving to Charlotte after experiencing domestic violence. Her children are now honor roll students in stable schools. She’s a member of RunningWorks, a Lotus Campaign partner. Moreover, her family is out of the shelters and in a home of their own. Paulette’s journey was an arduous one. Upon becoming homeless, a local shelter helped her family find housing through a rapid rehousing program, an initiative to quickly help connect families and individuals to housing and services. But the housing complex was unsafe and unstable. The family endured regular, nearby gang activity, and Paulette’s children faced fierce bullies at school. She broke her lease, moving her family back into a shelter. That was no better. Despite trying desperately to work within the system, she experienced persistent roadblocks. Then, someone recommended RunningWorks. She was skeptical why this would be any different. Reflecting on it now, she says it was an opportunity to “open up the book and read the first chapter before you judge someone.”

RunningWorks “assists individuals and families experiencing homelessness and poverty with their needs for physical, emotional and social well-being.” They were Lotus Campaign’s first partner because of their unique, three-pronged approach that combines health and wellness initiatives, workforce development, and financial literacy with housing and ongoing services.

In partnership with Levine Properties, a Lotus Campaign Participating Landlord, Lotus Campaign and RunningWorks helped Paulette find a home and community in February of 2018.

Today, they love their neighbors and the building staff, and volunteer at 30 RunningWorks events a year. Her children are on the football team and in Girl Scouts at a high performing school.

Paulette believes her story can help others. She trusted RunningWorks and Lotus Campaign and is now looking forward to accomplishing her lifelong goal of starting a daycare center in the next year, with the help of her RunningWorks support system.

Paulette’s story shows that housing alone is insufficient for creating lasting change for those experiencing homelessness. Paired with ongoing supportive services, however, housing is a powerful first step to unlocking self-sufficiency and economic mobility.

“If it wasn’t for RunningWorks and Lotus Campaign, I don’t know where I’d be,” said Paulette.

Paulette’s story shows that housing alone is insufficient for creating lasting change for those experiencing homelessness. Paired with ongoing supportive services, however, housing is a powerful first step to unlocking self-sufficiency and economic mobility.
250 PEOPLE HOUSED
13 PARTNERS

$800 AVERAGE COST PER PERSON PER YEAR TO PLACE AND KEEP SOMEONE IN HOUSING

128 PEOPLE THAT HAVE MOVED ONTO OTHER HOUSING & LEASE RENEWALS

7.3 DAYS PEOPLE GETTING OUT OF SHELTER INTO HOUSING ONE WEEK FASTER

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