

# LOTUS CAMPAIGN



**2021 IMPACT REPORT**

# MISSION



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

# VISION



**The scope of homelessness in America is beyond the capacity of the public and nonprofit sectors to address alone. Lotus Campaign is building a new model that brings together the for-profit and nonprofit sectors to create sustainable, scalable solutions and lasting impact.**

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# LOTUS CAMPAIGN



## DEAR FRIENDS,

In 2018, Lotus Campaign set out to design a pragmatic, housing-driven solution for homelessness — one that would be powerful enough to solve a problem generally viewed as unsolvable. We knew this ambitious goal would only be achieved by looking at things differently. And so, in response, we created a model to bridge the gap between the for-profit real estate and investment sectors, those with housing, and social service organizations, those supporting and assisting those experiencing homelessness, resulting in community partnerships between unlikely allies. And thanks to you, while 2021 was one of our most challenging years, it was also one of great expansion as we continued to thrive and grow.

Our value proposition lies in our ability to align the for-profit real estate sector and nonprofit social service providers — moving more people into next-step housing in neighborhoods with strong opportunity structures. By leveraging these two parties' expertise and interests, we remove unnecessary and burdensome barriers to getting people housed. Building a trusted network of cross-sector partners to ultimately serve as a social safety net is the North Star of our work.

This year, we celebrated a milestone - housing 350 people. Even more impressive is that each has been housed at an annual cost of less than \$1,000. And as the rate of homelessness grew during the pandemic, we grew our team and are setting the stage to scale our programs to a new city — Pensacola, Florida.

We also launched the Homemakers Initiative, our unique way to harness the philanthropic power of female-led giving, with a collaborative conversation about homelessness between New York Times food writer Melissa Clark and Food Network personality Chef Samone Lett. And we hosted Pulitzer Prize winning author of *Evicted: Poverty and Profit in the American City* Matthew Desmond. Education is a critical pillar of our model, and we are proud to hold space for community champions from the non-profit, healthcare, advocacy, and real estate sectors.

Lotus was founded to look at change from the systems level. The social, racial and economic disparities laid bare by the ongoing impacts of COVID-19 have revealed the need for radical changes to our social contract. Our work has taught us that true allyship is a continuous community effort requiring profound changes in attitudes as well as methods — we are all a critical part of the solution.

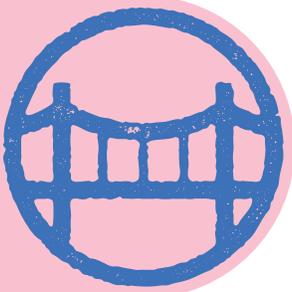
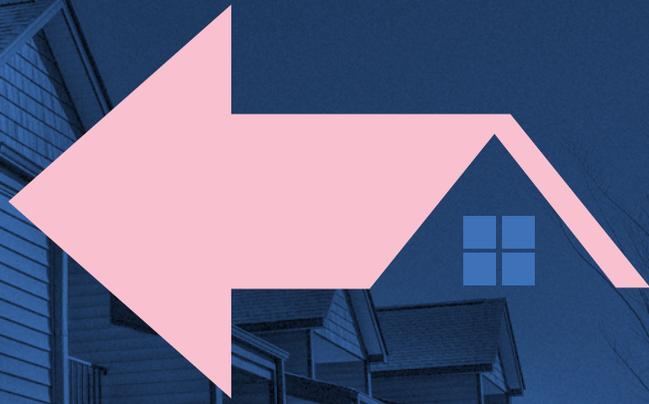
So, I write to you today, to thank you for being a part of this community. Changing the status quo is inherently difficult. Yet it is possible with your support. Thank you.

With Gratitude,

Beth Silverman, Executive Director

# HOW LOTUS WORKS

## Housing-Driven Solutions for Homelessness



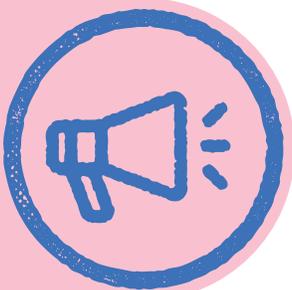
### CONNECT

Lotus serves as the bridge between nonprofits, those who identify people at risk of homelessness, and landlords, those who have available units. Our Landlord Participation Program reduces risks to landlords by providing economic incentives and guarantees to address risk. Lotus also ensures tenants receive social services from our nonprofit partners.



### CREATE

Our Investment and Acquisitions Program addresses homelessness and the shortage of high quality, safe, and affordable housing by investing in existing properties. We leverage capital as a tool for social impact, research, and alternative construction materials and techniques to reduce construction costs. This program is proof that you can “do good and do well”.



### EDUCATE

Our Education Program raises awareness and busts myths about homelessness, while advising communities on how to engage the real estate sector in the solution. We reimagine how to have conversations about difficult topics like housing affordability and nontraditional partnerships. Our goal is to take a fresh approach toward homelessness and invite others to be part of the solution.

# PARTNERS

## RED HILL VENTURES

Red Hill Ventures, a real estate company operating nationwide with five apartment complexes and more than 600 units of housing in Charlotte, North Carolina, is Lotus Campaign's newest participating landlord. Despite skepticism at the onset of our partnership, within six months, they expanded their participation to all of their residential communities and increased the number of participating rental units from 5 to 80. Our programs help landlords and our nonprofit partners understand each other's language, building strong collaborations among these sectors.



***“Lotus Campaign allows landlords to get involved in a way that makes sense. It helps ease reservations most landlords have when partnering with these organizations.”*** - Amanda Campbell, CFO Red Hill Ventures

## ROOF ABOVE

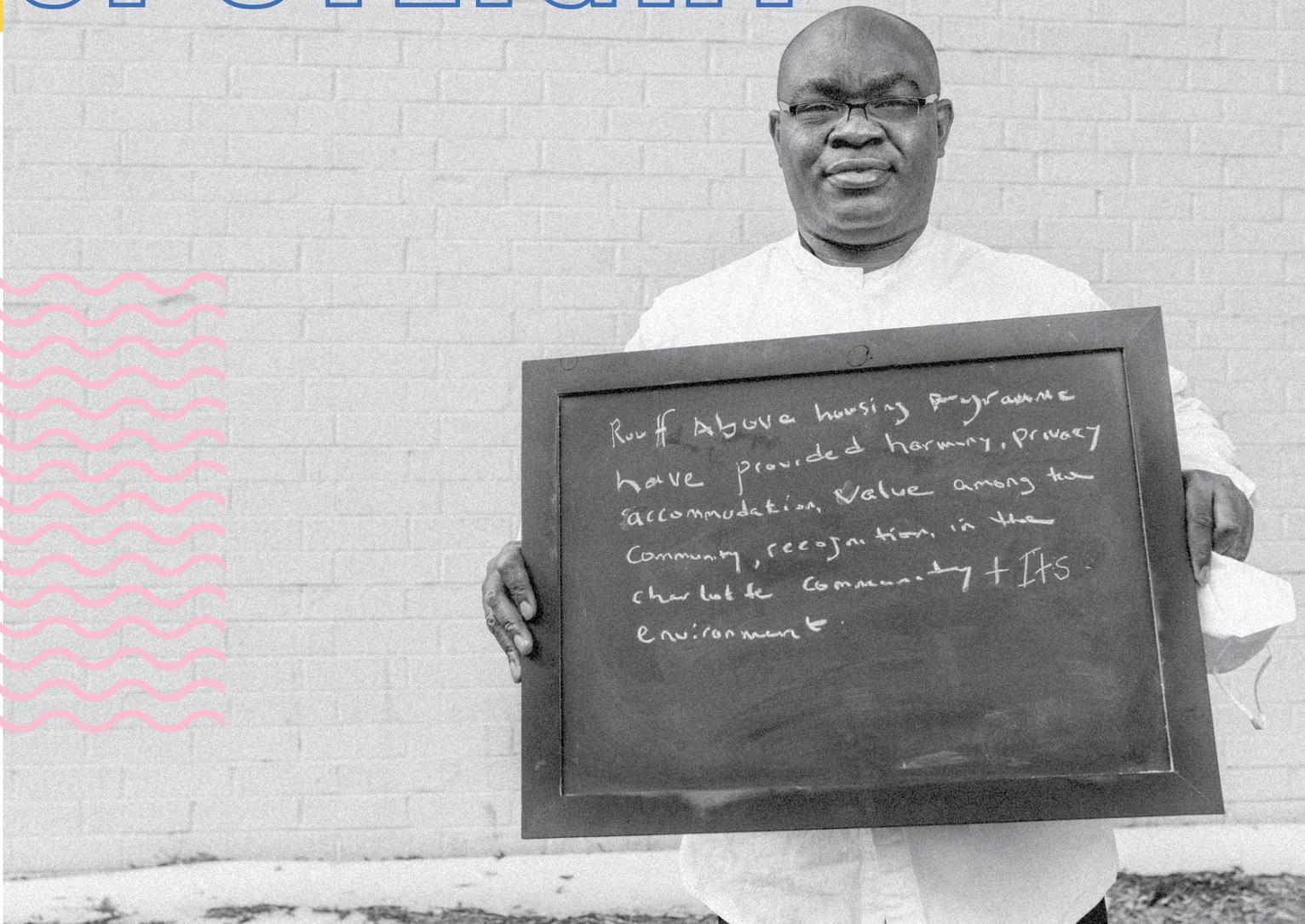
Roof Above, one of Lotus's first partners, is a homeless social services provider that supports 1,200 people daily. One hundred and fourteen individuals from three Roof Above programs have been housed through Lotus's Landlord Participation Program. The three different programs serve those experiencing chronic homelessness, those waiting for subsidized housing, and those who are employed but experiencing homelessness. Of the total individuals housed with Lotus, more than 50 individuals have renewed their leases at least once, and more than 40 residents have gone on to renew their leases two or three times.



***“Lotus Campaign gives people more opportunities – quality apartments in many different neighborhoods. These are folks who would not have the opportunity if they walked in the door on their own and tried to apply at these places with their barriers.”***

- Joann Markley, Vice President of Scattered-Site at Roof Above

# SPOTLIGHT



## Like many Americans, Rotimi took a chance for opportunity.

He moved to the United States from Nigeria in 2016. Unfortunately, without a strong network, he found himself with limited resources and living on the streets of Charlotte, North Carolina.

So, after five years of homelessness, he took another leap.

While waiting for the bus one day, Rotimi saw a sign for Roof Above that advertised the chance for a hot meal. Roof Above, one of Lotus Campaign's first social services partners, offers a continuum of support, from street outreach and basic services, to shelter and housing. After many setbacks and

disappointments, Rotimi was skeptical. But he would come to realize that Roof Above is a place where his hope could be restored. He became a regular, participating in the MeckHOME program on job training, personal finance and life skills that taught him how to build credit and keep a bank account.

Rotimi eventually found a full-time job and moved out of the North Tryon Shelter into his first apartment. The housing choices made available through Lotus Campaign's Landlord Participation Program gave Rotimi unexpected choices.

In October 2020, Rotimi signed his lease and moved into his own apartment at a Red Hill Ventures' property, a Lotus participating landlord. Lotus Campaign's partnership between nonprofit social service providers and market-rate landlords removes economic roadblocks and increases access to quality housing where individuals like Rotimi would not typically qualify. Rotimi being home today is proof of our model working and of the strength of our community.

After his experience of homelessness and living in a group shelter, Rotimi is grateful to have a place to call his own. He doesn't take for granted things most of us do.

***“I have a kitchen of my own and toilet of my own. I can determine when I can switch on and off my heater,” said Rotimi. “I am the decision maker.”***

## WORK IN PROGRESS

- **Forging new partnerships**

We recently acquired one new nonprofit partner, Hope Haven, and one new landlord partner, Middleton Meyers. This brings us to 10 community partners in Charlotte.

- **Expanding into new locations**

Lotus is proud to report we entered into a new partnership with the city of Pensacola, Florida, to ensure more people experiencing homelessness in that community are housed quickly and in neighborhoods of opportunity. Similar to the path we followed in our pilot city of Charlotte, North Carolina, we will set up a Landlord Participation Program.

- **Harnessing the power of women**

We are redefining the term “homemaker,” which is traditionally used to define someone who manages a household, and harnessing the philanthropic power of women to support ongoing efforts to eradicate homelessness. Our new “Homemakers Initiative” has helped keep 110 individuals and families in housing and will continue to grow this year.

- **Growing our team**

We have added our first Director of Philanthropy, Michelle Spreitzer (on left), and a Landlord Participation Program Coordinator, Hannah Olsen (on right). 2022 will feature several new additions, including an expanded paid summer internship program.



# OUR IMPACT



**350**

People housed



**\$960**

Average annual cost to place and keep someone in housing



**107**

People who have successfully graduated and moved on to independent housing



**137**

People who renewed their leases within program



**4**

Number of education and awareness events held



**18**

Partners

5 Participating Landlords  
3 Nonprofit Partners  
6 Foundations  
4 Corporate Sponsors



**7.3 DAYS**

Amount of time people are getting housed faster

**"Providing affordable housing and investing in your work is our opportunity to give back to the communities where we conduct business, while also giving our investors the benefit of promoting social impact."**

**Stuart Mackintosh,**  
Principal at Banyan Street Real Estate Funds LLC



## THANK YOU

We are grateful for the nearly 200 supporters who joined us in making this impact possible. Foundation and Corporate support grew during a difficult year, and we want to especially thank the following:

- Atrium Health
- Bank of America
- Banyan Street Real Estate
- Canopy Housing Foundation
- Duke Energy Carolinas, LLC
- Ginkgo Residential, LLC
- Lending Tree
- Truist
- Wells Fargo

## LOTUS CAMPAIGN

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