

LOTUS CAMPAIGN

Mission

Increasing the availability of homes for people experiencing homelessness by engaging the private, for-profit real estate community.

How It Works – A Market-Based Approach

Incent, Invest, and Advise.



The Landlord Participation (LPP) program is designed to incentivize landlords to lease to people experiencing homelessness by providing an upfront participation payment and other measures designed to eliminate economic risk.



Our for-profit development arm finds partners with investors to purchase, rehabilitate, and build properties to house people experiencing homelessness + create affordable workforce housing. We also research and intend to pilot alternative construction materials and techniques to reduce construction costs.



We provide advice and creative education ideas to cities, counties, public agencies, non-government organizations and the real estate community on how they can work together to address the issue of homelessness and myths about housing affordability.

Proof Points

- Facilitated housing for over 70 people through LPP since July 2018 launch and demonstrating early signs of self-sufficiency
- Purchased first multifamily development project (144-units in Southwest Charlotte)
 - 21% or 30 units dedicated to Lotus's core mission
 - 79% or 114 units will be affordable workforce
 - Social Impact Investment Model: 6% annual return/ 12 % IRR

2019 and Beyond

- *Landlord Participation Program*
 - House 250 people by Summer 2019
 - Measure metric of investment leverage (ex/ \$1,200 / year houses 1 person)
 - Explore additional pilot cities (ex/rural pilot, middle market city) using framework to scale and/or “franchise” in other communities
- *Development + Investment*
 - Source additional development + investment projects
 - Advance research and alternative construction material/techniques pilots
- *Advisory + Education*
 - Continue identifying replicable components of Lotus model + distinguish elements that need to be tailored based on market
 - Collaborate with data + impact researchers to enhance narrative around how housing matters, equitable development and economic mobility

HOME = HOPE

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