

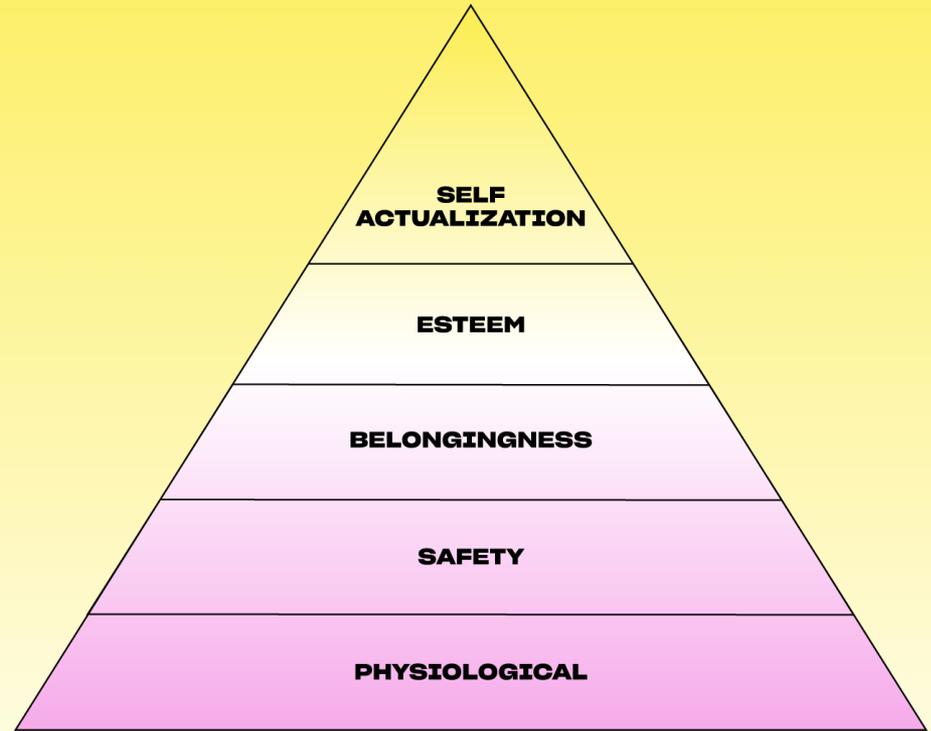
# **LOTUS** CAMPAIGN

## **LOTUS** CAMPAIGN

**We're on a mission to end  
homelessness by partnering with the  
private real estate sector to create  
no-nonsense solutions.**

# PROVIDING HOUSING CHANGES LIVES.

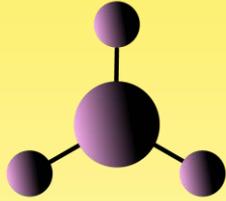
Lotus Campaign seeks to meet the human need for physical safety and shelter, which can allow humans to transcend towards more fulfilling lives.



*Maslow's Hierarchy of Needs*

# **LOTUS** CAMPAIGN

## How do we do it?



## **CONNECT**

Our Landlord Participation Program incentivizes landlords to lease to people experiencing homelessness.



## **CREATE**

Our Acquisitions Program increases the supply of workforce housing by leveraging capital as a tool for social impact.

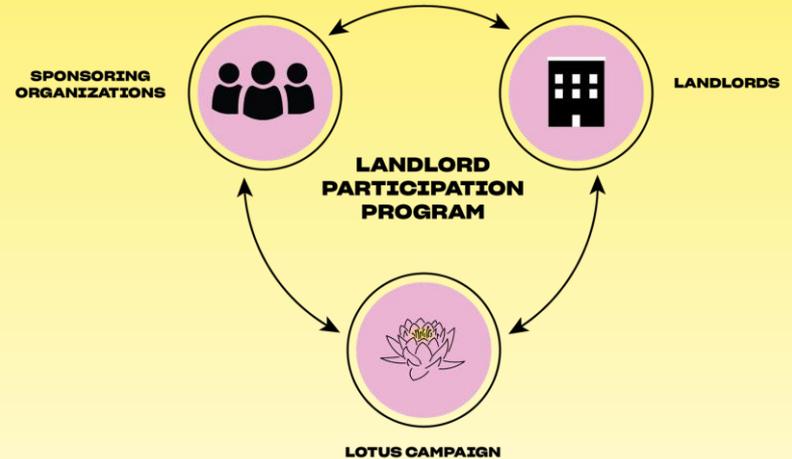


## **EDUCATE**

We raise awareness about homelessness while advising communities on how to engage the real estate sector in the solution.

# THE LANDLORD PARTICIPATION PROGRAM

The Landlord Participation Program is an incentive, a guarantee, and a bond of trust that allows us to move people into housing quickly and effectively.



# **WHAT DO LANDLORDS GET OUT OF IT?**

- Payment in lieu of security deposit
- Expedited inspections
- Pre-paid renter's insurance
- Application fee
- Guarantee against loss of rent
- Guarantee against tenant-caused damages
- Eviction assistance and reimbursement of legal costs
- Availability of staff from the Sponsoring Organization to problem solve any issues related to the sponsored Resident
- Monthly visits to the rental unit

# **WHAT DO LANDLORDS WAIVE?**

- Credit Check
- Employment check
- Rental History
- Security Deposit
- Eviction with less than 30 days notice to cure

# THE LESSONS WE'RE LEARNING

- If we can defray **risk** and provide **guarantees**, we can open units that weren't previously available
- **Housing** *plus* **ongoing support** and services is key
- For **<\$800/per person per year**, we can place + keep someone in housing
- Housing as part of **foundation** to achieve greater economic mobility and racial equity
- The **real estate** and nonprofit sector can be allies to open more doors
- Rethink what "**shovel-ready**" means

# SUCCESS STORIES

- > 350 people housed
- 204 people that have moved onto other housing or renewed their lease
- 5 Participating Landlords (18 residential communities)
- 3 Sponsoring Organizations (5 programs)
- Active planning for **second pilot city**
- Launched Eviction Mitigation Program - June 2020
- Timeline from application to move in is **7.5 days faster**

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**HOME = HOPE**

LOTUSCAMPAIGN.ORG