

LOTUS CAMPAIGN

Dear Prospective Developers of the Elmwood District,

I am writing on behalf of the Lotus Campaign to advocate for the inclusion of our Landlord Participation Program (LPP) as a possible solution to alleviate affordable housing issues in Elmwood. Lotus is honored to have been selected as a partner with the city of Yorktown to bring our program to Elmwood. While your participation is optional, we sincerely hope you will elect to participate in the LPP.

Lotus is a nonprofit, start-up organization focused on housing-driven solutions for homelessness. We are on a mission to end homelessness by partnering with the private real estate sector to create no-nonsense solutions. The scope of homelessness in America is beyond the capacity of the public and nonprofit sectors to address it alone.

A cornerstone of the Lotus approach to solving homelessness is the Landlord Participation Program (LPP) which leverages the resources of private sector landlords with those of high-capacity social service organizations to expand housing options available to individuals and families at risk of or currently experiencing homelessness. In Charlotte, North Carolina, the LPP has housed over 350 people at a cost of less than \$1,000 per person. The LPP removes economic roadblocks that hinder people experiencing homelessness from living in market-rate apartments. We do that by minimizing risk to landlords and providing economic guarantees, along with social support from partner non-profits.

The “special sauce” for the LPP is the trust that Lotus and the landlord place in the homeless social service providers. After a rigorous interview process, we are excited to announce a partnership with The Grace Memorial Church in the LPP. The Grace Memorial Church has agreed to provide social services to residents that are housed through the LPP for the length of their lease and the church is looking to you to propose which services you might provide in York Dry Goods or elsewhere in the Elmwood District.

We are excited to bring the Landlord Participation Program to Elmwood as an additional tool to address homelessness within the community!

Sincerely,

Hannah Olsen
Lotus Campaign Program Coordinator

www.lotuscampaign.org