

## **SCHADENS CREATE “AMERICA’S ROAD HOME” TO ADDRESS FAMILY HOMELESSNESS**

### ***First National Front to End Family Homelessness***

**DENVER – 7 April 2008** – Richard E. Schaden, Chairman and founder of Quiznos and Consumer Capital Partners, along with his wife Cheryl and father, Richard F. Shaden have announced the a commitment to fund the start up operations of America’s Road Home, the first national front to end family homelessness. Its concept: making **consumers** part of the solution.

“Rick, Dick and Cheryl are business people who are now putting their acumen and expertise to work for homeless families,” said Philip Mangano, Executive Director for the United States Interagency Council on Homelessness. “Through consumer focus, marketing research, and basic business principles, they are refocusing their efforts on behalf of homeless families beyond fundraising to solutions.

“America’s Road Home offers a mass-market consumer approach to channeling Americans’ concern into a sustainable funding source. The organization is unique because it concentrates on developing sustained revenue sources, which allows organizations already engaged in the fight to focus on solutions and not on fundraising.”

Research conducted by America’s Road Home suggests millions of people care about family homelessness but do not know how to help. This research shows that of the 185,000,000 adults in the United States who give to charities today, 85 percent, or 135,000,000, would include family homelessness in their philanthropy, if shown effective strategies.

America’s Road Home, with the help of talent and expertise from Consumer Capital Partners, takes disciplines of commerce and applies them to philanthropic causes, putting private-sector strategies and ROI discipline to work for the common good.

“Americans expect actual results when it comes to resolving local social challenges like homelessness,” said Henry G. Cisneros, Executive Chairman of CityView and former United States Secretary of Housing and Urban Development. “By leveraging causal capital and consumer interest, America’s Road Home is a new initiative that has great potential to help local communities access untapped resources for families in dire need of homes.”

America’s Road Home will concentrate its marketing activities and return the funds directly to those communities that have committed to fight homelessness by signing a statement of principles and actions and have an active 10 year plan to end homelessness. Three hundred cities are expected to have signed the agreement by the end of the year. America’s Road Home will generate a sustainable giving mechanism, which will allow these cities to address their communities’ unique family homelessness problems.

“We became interested in homelessness when it happened in our family,” said Richard E. Schaden. “As we looked around, we realized that there are huge numbers of homeless

families and no sustainable model to protect them and move them into productive lives. The Schaden Family Fund's goal is to support a sustainable national model, which will launch national and local fundraising campaigns and put the money to work through local channels so that contributions benefit friends, family, and neighbors in your own community.

"It became apparent to us," continued Rick, "that there needed to be a modern channel to bring consumer marketing and philanthropy together in a way that would enhance our ability to raise funds and improve efficiency to increase impact."

Rick and Dick Schaden and the Schaden family have made homelessness a core focus. They were most recently recognized for their work with Denver's Road Home and their donation of \$1.5 million.

The organization will be headquartered in Denver.

### **About the Schaden Family Fund**

The Schaden Family Fund, headquartered in Denver, works to promote constructive social and ecological change through a focus on innovative and sustainable solutions in the Fund's core area of focus. In developing countries, it focuses on providing people with the resources necessary to lift themselves out of the vicious cycle of extreme poverty. Domestically, it supports local communities by combating homelessness and poverty; providing high potential, disadvantaged youth with the opportunities necessary to succeed in school and life; and supporting legal education and subsidized representation for those in need. Globally it focuses on the preservation of the Earth's natural resources through the support of responsible environmental stewardship. The fund is directed by Richard F. and Richard E. Schaden.

### **About Consumer Capital Partners**

Headquartered in Denver, Colo., [Consumer Capital Partners](http://www.consumercapitalpartners.com) is an innovative private investment, concept development and strategic advisory firm focused on multi-unit retail businesses, primarily in the restaurant, liquor, food and leisure industries. Consumer Capital Partners has deep experience in the fields of private equity, brand, concept and product development, and strategic consulting. To learn more about Consumer Capital Partners, please visit <http://www.consumercapitalpartners.com>.

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