

NATIONAL “HOME FOR EVERY AMERICAN AWARD,” SPONSORED BY THE UNITED STATES INTERAGENCY COUNCIL ON HOMELESSNESS, HONORS RICHARD E. AND RICHARD F. SCHADEN

Award Recognizes Progressive Approaches to End Family Homelessness

DENVER, CO – 10 April 2008 – Richard E. Schaden, Chairman and founder of Consumer Capital Partners, and his father Richard F. Schaden were today presented the national “Home for Every American” award by the United States Interagency Council on Homelessness for their formation of America’s Road Home, the first national front to end family homelessness and their recent contribution to Denver’s Road Home part of the city’s 10 year plan to end homelessness. The award was presented by Philip Mangano, Executive Director for the Council and the federal government’s point person on homelessness.

“This award recognizes individuals making innovative and noteworthy contributions in the fight against homelessness,” said Mr. Mangano. “The Schadens’ contribution of both capital and entrepreneurship to Mayor Hickenlooper’s solution-oriented homeless plan in Denver has provided a unique opportunity to create sustainable long term housing for homeless families while enhancing the neighborhoods in which these residences exist. And nationally, America’s Road Home will be an important funding source in the battle against family homelessness.”

Currently, the Denver’s Road Home program is being touted as a model that should be explored for future projects by many political and community leaders. With the help of Consumer Capital Partners expertise, Denver’s Road Home is building housing, promoting training and self-sufficiency, and contributing to the process of putting the formerly homeless back on their feet.

Mr. Mangano also said, “The Schadens and their team donated \$1.5 million to the Denver’s Road Home project. Importantly, they also provided a new model that not only includes sustainable family housing but also an innovative restaurant concept that adds value to the neighborhood. The restaurant will act as a ‘hands on’ laboratory for culinary students across the city, provide jobs for residents and create a neighborhood restaurant that residents can be proud of. This public-private model is now gaining momentum across the nation with other cities interested in creating more sustainable solutions for the homeless.”

Denver’s Road Home was launched in November 2007 as a public-private partnership between the city, the Schaden family and Mercy Housing Colorado. The plan provides a comprehensive, integrated approach blending a “housing first” model with responsibility, self reliance and accountability. This effort has acted as a launching pad for a broader national effort for the Schadens. The Schadens will today launch America’s Road Home, a national 501(c)(3) charitable organization, in an effort to raise national awareness of family homelessness and raise contributions to end it.

“We have seen unexpected homelessness in both of our families and wanted to do something that would replace despair and depression with hope and empowerment,” said

Mrs. Cheryl Schaden. “The Schaden Family Fund and the city of Denver have come together and created a model that achieves all of these objectives. It is our hope that this model will be adopted nationally as we believe this innovative solution will have a huge impact in helping those in need across our nation.”

Both Denver’s Road Home and America’s Road Home were established around the model of Causal Capitalism, which brings private expertise from business sectors to social concerns. “I am honored to receive this prestigious award on behalf of my father and the Schaden Family Fund,” said Richard E. Schaden. “Our focus is to commit our resources, expertise, and experience in business to social solutions.”

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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