

Quiznos founder, wife start homeless effort

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To help the homeless, Rick Schaden wants to put some of the profits from national businesses into the hands of local nonprofits, a plan he calls America's Road Home.

The new Denver-based foundation, launched Thursday by the Quiznos founder and his wife, Cheryl, will funnel profits from product sales and new businesses to 300 cities with 10-year plans to end homelessness.

Schaden said market research shows that people would donate to groups that help the homeless if given a direct way to do it. "We saw it as a big opportunity to help," Schaden said. "We believe we can take our marketing skills and business skills and go about what we call the 'business of giving.'"

The family's concern about homelessness stems from personal experience: In the last couple of years, relatives of both Schaden and his wife have lost their homes, he said.

Philip Mangano, executive director for the United States Interagency Council on Homelessness, said America's Road Home "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."