

# HOME FOR EVERY AMERICAN

## PHILANTHROPY AWARD: Richard Schaden and America's Road Home

**I**n November 2007, in conjunction with the National Summit for elected leaders convened in Denver by Mayor John Hickenlooper and the United States Interagency Council on Homelessness, Mayor Hickenlooper announced a new public-private partnership between the City of Denver, the Schaden Family Foundation, and Mercy Housing Colorado. With a record investment of \$1.5 million into *Denver's Road Home*, the city's 10-Year Plan, the Schaden Family Foundation has become the largest private sector partner to date in the Plan.

"Capital + Government" is a philanthropic model espoused by the Schadens and designed to bring problem-solving expertise from the public and private sectors together in addressing community challenges. The model intends that private investments be both financial and advisory. Capital + Government in this instance will build housing, promote training and self-sufficiency, and contribute to the process of putting the formerly homeless back on their feet.

Rick Schaden, who announced the investment, is Founder & Chairman of Consumer Capital Partners. He is actively involved in building the firm into a nationally recognized private investment, concept development, strategic advisory, and causal marketing firm. Mr. Schaden is the Founder, Chairman, and majority shareholder of Quiznos, building it since 1991 from 18 franchises to over 5,000 worldwide today. He originally started with Quiznos as a franchisee.

Mr. Schaden, whose philanthropic activities are focused around a causal capitalism model, is, with his family, actively supporting initiatives focused on ending world poverty through Millennium Promise, CARE, and UNICEF. Mr. Schaden has won numerous industry and business innovation awards and distinctions and served on White House advisory councils. Mr. Schaden graduated Magna Cum Laude from the University of Colorado with a degree in Business Management and Finance.