Media Contact:
Morgan McMillan
Entrepreneurs Foundation
303-442-0436
morgan@commfound.org

Entrepreneurs Foundation of Colorado Announces Flood Relief Contributions from GoodApril and Defrag Conference

Local startups pitching in to help the victims of Colorado flooding

September 16, 2013 – A startup with local roots today announced it will contribute $20,000 to local flood relief efforts via their membership in The Entrepreneurs Foundation of Colorado (EFCO). Alongside that news, organizers of the Broomfield-based Defrag 2013 Conference also announced they will contribute $250 per attendee to help flood victims from every registration they get this week to the Defrag 2013 Conference.

GoodApril hails from the San Francisco Bay Area but recently graduated from Boulder's TechStars program, making headlines as the first company in the program's history to be acquired (by Intuit, maker of TurboTax) before completing the twelve week accelerator. Co-founder Mitch Fox is a Boulder-native and with his co-founder, Benny Joseph, committed to sharing a portion of their proceeds from the sale of GoodApril to charity via EFCO. Today they are announcing they will direct those funds to the Flood Relief Fund set up by Foothills United Way in partnership with The Community Foundation Serving Boulder County, the Boulder County Commissioners, The Longmont Community Foundation, and the City of Lyons.

"In this last week, rain clouds have overwhelmed Boulder and several other Front Range towns," said Mitch Fox, GoodApril co-founder. "We've been distressed by the devastation, and inspired by the Boulder community's resilience . We are extremely appreciative for what Boulder has given us, so we hope our donation to EFCO can help the community recover from this flood."

Likewise, Defrag Conference organizer Eric Norlin was looking for a way to make an impact through the event held annually in Broomfield. "My wife and I don't reside in Colorado, though we did until 2005. We feel a very deep emotional connection to Colorado (and all of our friends there). As such, we've been wanting to give to the effort to help the cleanup from the floods. To accomplish this, we're partnering with the Entrepreneurs Foundation of Colorado (EFCO)." Adds

Norlin, “This is typically the biggest week for registrations for Defrag. We wanted to leverage that opportunity.” Defrag expects to sell out its 325 person conference which will take place in early November.

The Flood Relief Fund was established at Foothills United Way and will support victims of flooding throughout Boulder and Broomfield counties through health and human service agencies.

About Entrepreneurs’ Foundation of Colorado (EFCO)

Established in 2007, EFCO is a network of Colorado entrepreneurs whose companies have joined together to give back and share their success, which they do by gifting a portion of their founding equity or a portion of their yearly profits to the community. Founding members include Rally Software, Foundry Group, TechStars, Symplified, Tendril, and others.

Realizing cash is limited with start-up companies, EFCO works to encourage entrepreneurs throughout the region to earmark equity for their community early in a company’s inception. Upon a private sale or initial public offering, these shares become liquid and transfer into the community.

EFCO currently has 55 members and has distributed more than $550K to area organizations, in addition to hundreds of volunteer hours from its members and their employees. To learn more about EFCO, visit www.efcolorado.org or “like” us on Facebook: www.facebook.com/EFColorado.

# # #