

Enduring Tribute to Coach Farley

“The team comes first.”

You heard Coach Farley say that a hundred times. It’s one key aspect of why his legacy is so enduring. We ALL lived it. With the advent of all the fantastic additions to the University, a new opportunity to honor Coach Farley, and those who played for him, have arisen.

In many conversations with former players, coaches and people associated with UW-River Falls football, many ideas were discussed and two goals became clear of we’d like to accomplish:

- 1) The first goal is to fund a visible recognition for Coach Farley at the new football stadium.
- 2) The second goal is to provide assistance for the current team by funding an assistant coach.

We want to have a huge permanent image banner of Coach Farley visible as you enter the stadium. A banner that helps players and fans alike take pride in the accomplishments of the program, and as a reminder of what’s achievable. The estimated cost of this banner, including installation, would be \$3,000. Further, we’d like to establish an area where fans can gather around images that celebrate his 17 seasons as UW-River Falls most successful football coach.

We contemplated a statue or bust of Coach Farley, but could only imagine him saying, “Tell me how this is going to benefit the program?” The reality is it wouldn’t — and in conversations with Head Coach Matt Walker, it was determined that the greatest need for the football program is support for his staff. We’re looking to fund a full time assistant at \$17,000 a year.

We’re asking for your support.

We’re asking former players, coaches, fans and friends to make a three-year commitment of funding for the Mike Farley Coaching Legacy position and banner tribute for Coach Farley to be displayed at the stadium. We’ve talked directly with his son, Mike Jr., and he’s indicated the Farley family’s support of the initiative.

How will the Coach Farley tribute be funded?

The initiative would be 100% funded by donations. The plan is for the first \$3,000 to complete the Coach Farley banner and it’s installation at the stadium. The remaining amount of the year one funding would then be dedicated to the Coach Farley Legacy Coaching position. In years two and three, the entire donation would be utilized to fund the Coach Farley Legacy position.

What’s the time table?

Recently, our group met with Chris Mueller (University Development), Crystal Lanning (new Athletic Director), and Coach Walker seeking their input and support on the aforementioned initiative. All of the UW – River Falls officials were incredibly supportive of the project — offering both ideas and explaining UW- System fiscal requirements.

As soon as a minimum of \$17,000 is donated, the initiative will be immediately advanced.

At this time, our group has a verbal commitment of \$1,000 for three consecutive years by seven individuals. This has provided a great start in gaining the momentum we need to bring this initiative to fruition. It's understood that not everyone is in a position to donate that much, but any donation committed for 3 years is valued — it truly is. You may wish to partner with a fellow Falcon to make a combined donation annually for 3 years. The idea is that we need to ensure that the Farley Legacy Coaching position isn't just a one-time thing.

What about other UWRF contributions?

This commitment shouldn't replace other contributions that you may be making to the University. The reason for this statement is that we don't want to have an adverse effect on other university fundraising or specifically other fundraising for the football program — including the Falcon 365 program, the Falcon Football Golf Outing, R-Club Booster Club or Locker Campaign.

In year two, we will assess the donor program and seek advice from donors to determine the program's status going forward beyond the 3-year commitment. As a side note, these donations are, of course, tax-deductible.

Where should donations be sent?

All donations will be directed through the UWRF Foundation Office. You can mail in your donation directly to the Foundation Office (310 South Hall, 410 S 3rd St, River Falls, WI 54022) or you can make a secure donation online at: www.uwrf.edu/give and designate your gift to the **Coach Farley Legacy Fund**. All donors will receive periodic updates.

Alert others...

Your donation, and contacting other potential donors, will bring this initiative to life. Coach Farley was not only a great football coach, but fine mentor, as well. His tutelage over the time spent at UW-River Falls are some of the most cherished memories each of us have. Having the opportunity to both honor his commitment to UW-River Falls football and contribute to new successes in the program is a rather unique combination. We trust that you'll find your own way to make a contribution to the team and to Coach Farley.

Thank you for your consideration and please feel free to contact the following persons with any questions or to make a fiscal commitment.

Contact info:

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Thank in advance,

Daryl Herrick

Note: The images that follow are not representative of the actual banner we'll create, but are indicative of the size and scope of the banner that would be placed at the stadium.

