

University of Virginia Football Endowed Coaching Positions

Building a Legacy of Excellence

It is January 2020, and UVA students, alumni, and fans are riding high after a historic season for the Virginia Cavaliers football team. Our student-athletes defeated Virginia Tech for the first time in 15 years; electrified fans with a hard-fought game in Miami at Virginia's first appearance in the Orange Bowl; and placed ten student-athletes on the Atlantic Coast Conference All-Academic Football Team, the most single-year selections from a UVA squad since the ACC started the recognition program in 1954. In the five years since Bronco Mendenhall accepted the position of head football coach at the University of Virginia, he has the program on track for "unbroken growth", inspiring a new generation of fans along the way with popular traditions like breaking the rock and the 4th Side.

Since January 2020, the world has changed dramatically. Spring athletics were abruptly canceled across the country, and the 2020 football season has progressed with changes and uncertainty. During this period of global upheaval, Head Coach Bronco Mendenhall and his staff have worked tirelessly to ensure the health and safety of their team while preparing them to play inspired football on the field. He and his staff clearly prioritize the best interests of his student-athletes. Their leadership of the team on and off the field is inspiring.

Now, UVA Athletics continues to face an uncertain period ahead. As our student-athletes train with socially-distanced practices, confront changing game schedules and compete in front of limited fans due to attendance restrictions, now is the time for bold action to secure and grow the future of the Virginia football program. At this moment, perhaps more than any in the past, we need visionary philanthropic leaders who will send a clear message that Virginia Football will overcome this challenge and continue to succeed and thrive.

Endowed Coaching Positions

With all the accomplishments and victories we have enjoyed recently, our program also faces immense challenges from a global pandemic and recession. To inspire new philanthropic commitments, the Virginia Athletics Foundation and the Athletics Department are deploying unrestricted funds to create a matching gift opportunity to endow each of the football coaching positions. These endowments will be critical to providing the secure, long-term, reliable funding our coaches and student-athletes need to bring their best game to the field. The income distributed annually from the named endowed positions will support the retention of coaches, to recruit the next generation of great coaches, to provide specialized training for student-athletes, equipment upgrades for player development, video or other technology improvements, strength and conditioning enhancements, and other opportunities to directly impact performance and overall excellence throughout the program. Perhaps even more important than these tools is the strong message it will send to other donors that, whatever challenges we face, the Virginia Football program will not only endure but will soar to new heights.

Matching Gift Opportunity

The unrestricted matching funds will create a 50% match on gifts for each position endowment as listed below and will provide critical and permanent operating resources to the Athletics Department.

Donor commitments must be paid within a five-year period and distributions will begin in June of each year once half of the pledged amount has been paid. Matching funds will be applied in the quarter after the donor has made a pledge payment.

The annual distribution (approximately 5%) from the total endowment (gift plus matching funds and associated investment returns) will be distributed to the Athletics Department annual operating budget to support the football program.

Answering the Call

The week following the announcement of this endowment match opportunity, Cynthia and Heywood Fralin answered the call. On December 11, 2020, UVA's athletics department announced a commitment of \$5 million from the Fralins. This is the first commitment following the establishment of this matching gift program and will create a permanent endowment of \$7.5 million to provide ongoing support for the football program. The Cavaliers are in their fifth year under Bronco Mendenhall, whose position will be named The Fralin Family Head Football Coach.

Heywood Fralin has had a long and active relationship with UVA since his graduation in 1962. He has served on the Board of Visitors, as rector and vice rector, and is a current member of the VAF Board of Trustees. He has supported many initiatives at the University and within UVA athletics, including investments in Scott Stadium, John Paul Jones Arena, scholarships and operational budget enhancements for football and men's basketball.



We are so thankful for the generous financial support of Cynthia and Heywood,” said Virginia athletics director Carla Williams. “It is also important for me to note Heywood has been a tremendous friend to both Bronco and myself. His wisdom and guidance have been critical for me. The past nine months have been challenging, and it is our hope this gift from the Fralins will compel others to consider supporting us during these difficult times. Our football program continues to make great strides and this financial support gives us a chance to continue moving in the right direction.”

- Carla Williams, Director of Athletics



This is an amazing gesture, and I am overwhelmed and humbled by the generosity and thoughtfulness from Cynthia and Heywood,” Mendenhall said. “Heywood’s vision and passion are only matched by his ability to blaze a path and set an example for others to follow. He has been a trusted friend, and his expectations and hopes for our football program are perfectly aligned with our goals and what we are accomplishing. This example of partnership shows what we can accomplish at Virginia in order to be a leader in college athletics.”

- Bronco Mendenhall, Virginia Football Head Coach

The positions eligible for the matching funds are as follows:

Position	Gift	Match	Total Endowment
Director of Athletics	\$5,000,000	\$2,500,000	\$7,500,000
Head Coach - RESERVED	\$5,000,000	\$2,500,000	\$7,500,000
Offensive Coordinator	\$1,000,000	\$500,000	\$1,500,000
Defensive Coordinator	\$1,000,000	\$500,000	\$1,500,000
Quarterbacks coach	\$500,000	\$250,000	\$750,000
Running backs coach	\$500,000	\$250,000	\$750,000
Wide receivers coach	\$500,000	\$250,000	\$750,000
Offensive line coach	\$500,000	\$250,000	\$750,000
Defensive line coach	\$500,000	\$250,000	\$750,000
Outside linebackers coach	\$500,000	\$250,000	\$750,000
Inside linebackers coach	\$500,000	\$250,000	\$750,000
Secondary coach	\$500,000	\$250,000	\$750,000
Strength and conditioning coach	\$500,000	\$250,000	\$750,000

Establishing a Legacy

Donors can name a coaching position to create a lasting personal or family legacy at the University of Virginia. These prestigious recognitions will appear in all Virginia Athletics Department and Virginia Athletics Foundation materials, in print and online, and will be attached to each coach in their official media and public appearances. Donors will receive an annual report on how the endowment income is utilized to improve the program, and more importantly, will see his or her gift translate to even greater success for the Cavaliers on the football field.