

Wolff Financial Group Continues Legacy of Philanthropy with “Heroes Field” Sponsorship

Thomas and Bette Wolff founded Wolff Financial Group (WFG) in 1954 because they wanted to help people protect their assets and achieve financial stability. However, they agreed that helping people would never be limited to serving those on their client list. They wanted to serve the broader population, too.

Subsequently, the couple made lasting contributions to the community throughout their lives.

They founded the Thomas J. and Bette Wolff Family Charitable Foundation, established the Thomas and Bette Wolff Family Park at the University of Connecticut (UConn), and funded the Wolff Program for Entrepreneurship at UConn’s School of Business. Tom also served on numerous town boards and received awards for his outstanding contributions to the community.



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“My grandfather served in the Korean War and was one of my earliest heroes. I’m certain this monument would have made him smile.”

Keith Wolff

What the couple began more than 70 years ago has been carried on by two successive generations of Wolffs. Their son, Greg, and his son, Keith, who are now managing partners of WFG, have continually served the local community in countless ways.

Both men have served as Eastern Connecticut Health Network (ECHN) Foundation board members, and WFG annually supports [numerous local charities](#).

The company’s sponsorship of the new Heroes Field Monument in Glastonbury, CT is the family’s most recent demonstration of their long-term commitment to giving back.

WFG was one of several donors who helped raise nearly \$300,000 to build the three-tiered stone monument that honors police officers, firefighters, and military service members.

“These heroes truly are the pillars of our community,” Greg Wolff said. “They keep us safe and protect our freedoms, often putting their own lives at risk to do so. We’re grateful for their service and thankful for the opportunity to honor them in this way.”

The Heroes monument was unveiled on Veteran’s Day in 2024 in Glastonbury’s Riverfront Park on a baseball field that was previously called “Field #4.” The field was renamed “Heroes Field” at the unveiling.

Visitors are invited to leave stones with the names of their heroes on them at the base of the monument.