

# A Lasting Gift

An alumnus uses a non-traditional vehicle to give to Brooks.

**Jim Pettorelli '91** recently gave a gift in support of financial aid at Brooks that will affect the school well into the future. He named the school as the owner and beneficiary of a life insurance policy. Pettorelli will continue to make annual donations to Brooks to cover the cost of the premium; Brooks will receive a payout that stands to total much more than the value of the premiums when he dies. This, Pettorelli says, allows him to make a large, impactful gift that will outlive him and his potential for annual giving.

Pettorelli chose to give this gift in support of financial aid at Brooks because he believes in the capacity of financial aid to change lives — including his own. “The Jim Pettorellis of the world wouldn’t have had the opportunity to go to a school like Brooks if financial aid was not funded correctly,” he explains. “I didn’t have the money to go to Brooks; my parents couldn’t afford it. If Brooks didn’t have financial aid, I wouldn’t have attended. That’s just the reality of it.”

Brooks opened up Pettorelli’s world and continues to bolster his successful career as a wealth management advisor at Northwestern Mutual. The friendships, connections and skills he honed in school, Pettorelli says, followed him far beyond his time on Great Pond Road. For example, he credits the school’s close and loyal community with his initial professional success. Pettorelli is a Chicago native, and he called on Brooks alumni to help grow his business in Boston. A lot of those initial contacts became clients, and a lot of those clients referred him to other clients as his book of business began to bloom.



Jim Pettorelli '91 (second from left) with his family.

“If Brooks has meant as much to other alums as it has meant to me,” he says, “I want them to think about how they can make a larger impact for the school.”

One reason Pettorelli’s gift is notable is because it uses an unconventional vehicle — life insurance — to maximize the impact of his dollars. “Because I do financial planning for a living, I understand how life insurance fits in a financial plan for individuals,” he explains. “It can fit really nicely in planning for the school as well. What I’m able to do is create a large sum of money for Brooks at my death. If I can help today, I want to help today, as well. But when I’m dead, Brooks will lose all future gifts from my family. So, my goal was to create a larger pot of money for the school that would have more of an impact.”

Pettorelli’s gift is further amplified by the existence of a matching gift program offered by his employer, Northwestern Mutual. He explains that the program matches

his annual gift dollar-for-dollar. This allows him to double the gift, which doubles the amount of insurance he can give to the school.

“Life insurance can be a great planning tool for the school, and more people should think about doing this,” Pettorelli says, encouraging Brooksians to talk to their financial advisor about the idea or to reach out to him directly.

## MAKE YOUR PLANS!

Gifts made to Brooks via non-traditional vehicles such as life insurance policies can make an impact that reverberates far beyond your personal financial investment in them. If, after consulting with your financial advisor, you would like to explore giving to Brooks via a non-traditional vehicle, please contact Major Gifts Officer Emily French Breakey '03 at [ebreaky@brooksschool.org](mailto:ebreaky@brooksschool.org) or (978) 725-6290.