# Table of Contents

Letter from the Board Chair, President and Executive Director .........................1  
Leading by Example ..............................................................................................2  
San Francisco General Hospital Foundation ........................................................3  
Setting a Foundation ............................................................................................4  
San Francisco General Hospital and Trauma Center .............................................5  
Making the Connection .......................................................................................6  
Hearts Events: Heroes & Hearts / Hearts After Dark ..........................................7  
Living Life to the Fullest ....................................................................................8  
Over a Century of Care and Innovation .............................................................9  
Critical Funding ................................................................................................10  
Financials ...........................................................................................................11  
Donors 2010 ..........................................................................................................12 - 19  
Board of Directors, Advisory Council, and Staff ..............................................20  

Hearts on this page:  
We are pleased to share with you San Francisco General Hospital Foundation’s 2010 Annual Report.

It’s little wonder that San Francisco General Hospital and Trauma Center is known as the Heart of The City. Exemplifying the best of San Francisco’s past, present and potential, “The General” stands as a leader in what community healthcare can and should be. Since its establishment in 1872, the hospital has provided compassionate, quality care, regardless of ability to pay. More than a century and a half later, they are still at it. Today, The General is a leading provider of medical care and emergency, trauma, psychiatric and rehabilitation services.

Since 1994, San Francisco General Hospital Foundation has been proud to partner with The General to provide the financial resources needed to advance that care. These resources have enabled the hospital to build year by year on excellence in healthcare, research and education to benefit patients and the broader community. This past year was no exception.

Whether people give their time, money or expertise, the support for The General has been nothing short of inspirational. We would be remiss if we did not mention the incredible efforts and resources put forth by our donors, board members and volunteers. The doctors and staff continue to demonstrate unparalleled commitment to and passion for their work. There are dozens of stories we could share in this annual report; we have selected just a few to serve as examples of the miracles we see here daily.

Looking ahead, The General is continuing to enhance patient care through innovations with technology. As the hospital pursues Magnet Recognition, we will strengthen our commitment to excellence in nursing. This elite designation by the American Nurses Credentialing Center will define the highest quality of nursing practice and patient care at The General. Wellness programs will bring together unprecedented numbers of patients, doctors, staff and community members, committed to preventing disease through accessible, healthy practices. And, of course, The General is being rebuilt. When 84 percent of San Francisco voters passed the 2008 ballot initiative to rebuild the hospital, they told us just how important this institution is to the city. The new hospital will be a state-of-the-art facility able to meet the rigorous demands of current and future urban health care.

The General is the Heart of The City, and our donors are the backbone. Your belief in our mission and your generosity literally sustains us, especially in difficult economic times. Please know how much your support means to us and to the thousands of people whose lives you have helped to improve.

Sincerely,

Judy Guggenhime
Chair

Matt Carbone
President

Stephanie R.M. Bray
Executive Director

“...a leader in what community healthcare can and should be.”
Leading by Example:

Motivating Others to Support

“It really is a safety net for people who wouldn’t otherwise have care.”

Prisca Geeslin, Board Member, San Francisco General Hospital Foundation

If ever there were a case for leading by example, Prisca Geeslin and her husband Keith are it. In 2010, the Geeslins decided to leverage their contribution to the Foundation by motivating others to join the Heart Circle—those donors who contribute $1,000 or more annually to provide operating support for a specific hospital program or the Foundation. The result? More than $200,000 was raised from many of our most loyal and generous supporters.

“Keith and I have been very lucky. We’re both in good health and we have health insurance,” explains Prisca, a board member of the Foundation since 2009. “The General serves the community that isn’t as fortunate.”

Prisca had been aware of The General long before she joined the Foundation board. But when fellow board member Jamie Whittington took her on a hospital tour, she became inspired to do more.

“I was amazed by what I saw. There was a common courtesy extended throughout the place that you don’t often see at other hospitals. Everyone I saw—doctors, nurses, social workers—did whatever it took to make resources accessible to patients,” she says.

“They made me realize how important The General is to the city,” Prisca continues. “It really is a safety net for people who wouldn’t otherwise have care.”

That realization was Prisca’s “Aha” moment. Seeing The General in action led her to increase her commitment by joining the Foundation board and establishing the Heart Circle matching grant with a $200,000 challenge.

She’s quick to add that every donation matters, regardless of the amount.

“The continual giving we see shows how this place touches so many people,” she says. “My husband and I were fortunate enough to be able to make a significant donation—and to get others to do so, too. It’s a testament to The General how willing people are to step up.”
San Francisco General Hospital Foundation: Supporting The Heart of The City

San Francisco General Hospital Foundation plays a critical fundraising role, providing resources for high-impact initiatives that contribute to the excellence of The General.

Since its establishment in 1994, the Foundation has been dedicated to raising private support to improve patient care, creating a model for successful public-private partnerships.

An independent non-profit 501 (c)(3) organization, the Foundation depends on the generosity of individuals, corporations and foundations to ensure that The General can pursue its mission to provide:

- Access to high-quality health care for everyone, including the region's most vulnerable populations
- Superb emergency and trauma care
- Vigilance in public health
- Education of the next generation of healthcare professionals; and
- Research that advances the care of its patients.

We are dedicated to promoting excellence in research, education and care for all at San Francisco General Hospital and Trauma Center.

100,000+ patients treated annually
“The most dedicated, talented and skilled people took care of me. They saved my life.”

Gretchen de Baubigny, Founding Board Member, San Francisco General Hospital Foundation

The first time Gretchen de Baubigny, a member of the Foundation’s founding board of directors, came to The General, it wasn’t by choice. It was by ambulance.

In 1988, Gretchen fell down the front stairs outside her home, breaking several teeth and bones and, far worse, cutting her liver almost in half. When the paramedics arrived on the scene, they immediately decided to take her to The General.

“I didn’t even know where the hospital was,” she says. “And I certainly didn’t know that it was one of the finest trauma centers in the country.”

Because Gretchen’s liver was so severely lacerated and her internal bleeding was so massive, physicians decided not to perform surgery.

“They knew if they tried to operate, I would bleed to death. It was a sophisticated call not to touch me, but to watch and wait. That decision took great restraint and discipline when others might have jumped in to try to ‘fix’ the problem,” she says. “The most dedicated, talented and skilled medical team took care of me. They saved my life.”

Gretchen went on to have a full recovery and was eventually able to return to her life as a leader in San Francisco’s philanthropic and volunteer communities.

In 1995, community leaders Cindy Doubleday and Jim Flood approached her, describing a foundation they were forming in support of The General. Naturally, they asked Gretchen to be part of the effort.

“After what The General did for me, how could I refuse?”

A decade and a half later, Gretchen is delighted to see how the Foundation has evolved.

“Creating a private endeavor for a public hospital was unique when we started,” she explains. “Now others throughout the country are emulating the successful partnership forged between San Francisco General Hospital and Trauma Center and the Foundation.

“I love being part of a pioneering endeavor and then seeing it mature to the point where it’s making a significant contribution to the community,” she adds. “That’s the power of volunteering. Everyone can be a unique and shining light. When we all pull together, we the people become a powerful force.”

 Đó is the power of volunteering. Everyone can be a unique and shining light. When we all pull together, we the people become a powerful force.”
San Francisco General Hospital and Trauma Center

San Francisco General Hospital and Trauma Center is a vital resource for thousands of individuals and families, regardless of their ability to pay. Often referred to as the Heart of The City, The General is the sole provider of trauma and psychiatric emergency services for over 1.5 million people living and working in San Francisco and northern San Mateo County, as well as visitors to the area.

An essential part of San Francisco’s health care system since 1872, The General’s mission is to provide quality health care and trauma services with compassion and respect to patients that include the city’s most vulnerable. With an Emergency Department that accepts more ambulance traffic than any other hospital in the city, The General saves lives 24 hours a day, seven days a week.

The General is a comprehensive medical center, providing a complete variety of health services, including inpatient, outpatient, trauma, emergency, skilled nursing, diagnostic, mental health and rehabilitation services for adults and children. It is also one of the nation’s top academic medical centers, partnering with the University of California, San Francisco School of Medicine on clinical and training research.

The Heart of The City

54,000+ emergency visits annually

André de Baubigny, lavender fields (2008)
To use a medical analogy, AT&T is like the connective tissue within the community it serves. At least that’s how Ken McNeely, President of AT&T California, sees it. That’s why AT&T has continually increased its support for the Foundation over the past five years, becoming a major contributor to hospital programs and a Presenting Sponsor of both Hearts events—Heroes & Hearts and Hearts After Dark.

“The General is the heart and soul of the city. It gives us the comfort of knowing that quality health care is available to the entire community,” explains McNeely. “Our customers and our employees live and work here. They’re part of the community that can count on The General for critical services.”

He adds that the partnership between AT&T and the Foundation makes great sense. “Our mission of helping those in need is perfectly aligned with that of the hospital,” he says.

More than 90 percent of AT&T’s giving goes to underserved communities. To that end, AT&T provides valuable support to the Center for Vulnerable Populations at The General, which works to prevent chronic illnesses in high-risk populations and improve outcomes for people already beset with those illnesses.

“We wanted to make sure the services many of us take for granted are available to these populations,” says McNeely.

He adds that community support for The General has been outstanding—and that sponsorship of the much-heralded Hearts events is a great way for AT&T to be part of that support.

“San Francisco and its generous citizenry understand the need to support such a critical organization as The General,” he says. “I think Heroes & Hearts and Hearts After Dark have become signature events in the city. They are iconic San Francisco events for an iconic institution. At AT&T, we’ve been very pleased with how the events have been organized and run, and we’re impressed with the leadership behind them.

“As our partnership has grown, so has my personal knowledge of The General, its administration, faculty, doctors and staff,” McNeely adds. “It truly is a jewel in the city.”

Ken McNeely, President, AT&T California
Heart Brings Healing and Hope

I felt privileged to learn Marsha and Bruce Dyer, on behalf of the Ashlyn Dyer Foundation, a sponsor of Heroes & Hearts, selected my heart “Chosen Ones,” in honor of their late daughter Ashlyn. In 2004, Ashlyn was the victim of a hit-and-run accident and was brought to The General. Tragically, she passed away 10 days later as a result of her severe Traumatic Brain Injury.

I was especially touched when Mrs. Dyer told me that after seeing the heart (orange was Ashlyn’s favorite color) and reading my statement, she knew immediately this heart was a symbolic way to represent their daughter’s memory and find a sense of closure. Their generous support will benefit the Department of Neurosurgery at The General, and hopefully will help save lives.”

—Monika Steiner, Heart Artist

Leaving Our Hearts in San Francisco

Nearly $7 million has been raised from the Hearts events to support patient care at San Francisco General Hospital and Trauma Center.

Heroes & Hearts was established in 2004 following the overwhelming success of the original Hearts in San Francisco art installation project which featured 130 ‘heartworks’ placed around the city. A luncheon event, Heroes & Hearts recognizes community heroes and introduces a limited series of heart sculptures annually.

Hearts After Dark was launched in 2010 to bring awareness to a new generation of San Franciscans about the vital role The General plays in saving lives and creating a healthy community. Featuring live music and dancing, Hearts After Dark has twice been named ‘Best of the Bay Area’ non profit gala by San Francisco magazine.

We thank you for your support and look forward to seeing you next year!

Thursday, February 9, 2012, AT&T Park, San Francisco

Marsha and Bruce Dyer with their heart at Union Square.
“I feel truly blessed that I’ve been cared for by such compassionate people.”

Ca’Ron Yvette, Patient and Cancer Survivor

Ca’Ron Yvette is a proud woman—and with good reason. She is a survivor of Stage Three breast cancer who has endured years of debilitating treatment that would try anybody’s fortitude. More than healing physically, Ca’Ron is now a force of inspiration.

Diagnosed in 2005, Ca’Ron was treated by Dr. Judith Luce, co-director of the Breast Clinic, part of the Avon Comprehensive Breast Care Center at The General. While she was progressing physically, Ca’Ron was reluctant to address the emotional side of living with the disease, despite feeling like she “was going crazy with the fear of dying.”

“My friends were supportive, but they really didn’t understand the effects of having a life-threatening illness,” she explains. “And I’d be so tired after treatment, I just wanted to go home and be alone.”

But like every breast cancer patient at The General, Ca’Ron was assigned a patient navigator to help guide her through the full spectrum of cancer. When her navigator put her in touch with a Cancer Awareness Resources and Education (CARE) support group, Ca’Ron says everything changed. Being with others who were also living with the disease, she was able to find the courage to speak out about her feelings.

“It was like I had another family there,” she says. “Being able to connect what was going on emotionally as well as physically made a huge difference in my healing. The group helped me understand that courage was not the absence of fear, but the will to go on in spite of the fear.”

Drama therapy proved to be especially effective for Ca’Ron, and she credits CARE director Blue Walcer with helping her find her voice through the Araceli Theater Project. The project features performances by cancer patients, providing an opportunity for participants to dramatize their experiences on stage. Often, their audiences of providers and community members are moved to tears by what they’ve seen and learned.

“Without CARE and Araceli, I don’t know where I’d be today,” says Ca’Ron, who was born at The General. “I feel truly blessed that I’ve been cared for by such compassionate people. The staff, the doctors, nurses, infusion technicians and, of course, my personal family and my CARE and Araceli families...their love and prayers have carried me through.”

“Every morning I wake to another day, I feel grateful.”
Over a Century of Care and Innovation

The General is being rebuilt in order to comply with seismic safety regulations for an acute care hospital. In November 2008, 84 percent of San Francisco voters (a record number) passed Proposition A, allowing the city to finance the hospital rebuild with $887.4 million in general obligation bonds.

Featuring the most seismically resistant design known today, the new hospital will provide state-of-the-art care to current and future generations of San Franciscans. The rebuild allows for an increase in the number of patient beds, operating rooms, and will more than double the size of the current emergency room. In addition, the new hospital will serve as the hub of San Francisco’s Health Care Emergency Response coordinating all medical responses for the city. The nine story building will also be ‘green’ with a goal to achieve the Gold Level of Leadership in Energy and Environmental Design (LEED) certification.

The new hospital is scheduled to open its doors in 2015.

Past, Present, and Future

1919...
1977...
2010...

20% of all inpatient care in San Francisco
“The partnerships we’ve had with The General are putting what’s best for patients into practice.”

Marybeth Sharpe, Program Director, Betty Irene Moore Nursing Initiative

Critical Funding

Improving the Quality of Life in the Bay Area

Since 2001, the Gordon and Betty Moore Foundation has been making grants with an eye toward improving the quality of life in the Bay Area. It makes perfect sense then that, since its early days, the Gordon and Betty Moore Foundation has been funding critical programs at The General.

One of those programs is Support from Hospital to Home for the Elderly (SHHE), which helps older patients make a smooth transition from The General to their homes. By providing coordinated, high-quality care during and following hospitalization, the project is expected to yield lower rates of readmission for elderly patients discharged from the hospital. SHHE is being carefully evaluated to determine its impact on patient care and cost effectiveness.

The Gordon and Betty Moore Foundation also provides funding to assist The General in preparing for Magnet Recognition, which represents the highest level of nursing excellence a healthcare organization can provide.

““The General has those qualities that are essential to Magnet designation—strong nursing leadership, a commitment to delivering excellent patient care and a solid orientation toward clinical quality,” explains Marybeth Sharpe, program director for the Betty Irene Moore Nursing Initiative.

Numerous other programs at The General, including the Integrated Nurse Leadership Program, have received funding from the Gordon and Betty Moore Foundation. The program has helped nine Bay Area hospitals (including The General) make dramatic strides in reducing death rates from sepsis.

“Our foundation was established by Gordon and Betty Moore, who firmly believe that all our program funding be science- and evidence-based,” says Sharpe. “Our mission in healthcare is to provide safe and high-quality care. The partnerships we’ve had with The General are putting what’s best for patients into practice.”

Gordon and Betty Moore photographed by Susanna Frohman, San Jose Mercury News
Financials

San Francisco General Hospital Foundation is grateful for the generous support of our donors. This support enables the Foundation to provide resources for high-impact, sustainable initiatives that contribute to the excellence of San Francisco General Hospital and Trauma Center.
San Francisco General Hospital Foundation gratefully acknowledges the generous support of our donors for their gifts and pledges made from January 1, 2010 through December 31, 2010. Thank you!

### $250,000 and up
- Avon Foundation, Inc.
- Kalmanovitz Charitable Foundation
- San Francisco Health Plan

### $249,999 - $100,000
- AT&T California
- The Geeslin Family Fund
- The Herbst Foundation, Inc.
- The Stanley S. Langendorf Foundation

### $99,999 - $50,000
- McKesson Foundation, Inc.
- Mimi and Peter Haas Fund
- Orthopaedic Research and Education Foundation
- Mrs. Deborah G. Seymour
- State of California
- San Francisco Bay Area Affiliate of Susan G. Komen for the Cure®

### $49,999 - $25,000
- Mr. and Mrs. Lyman Casey
- Cummins West, Inc.
- Firedoll Foundation
- Genentech, Inc.
- Mr. and Mrs. Richard J. Guggenheim
- Kaiser Permanente

### $24,999 - $10,000
- Dr. Amy L. Busch and Mr. Kevin Cameron
- Ms. Sheana W. Butler
- Catholic Healthcare West
- Charles Schwab Foundation
- Comerica Bank
- Covidien
- Franklin Templeton Investments
- Ms. Tamara Fritz
- Gilead Sciences Inc.
- Dr. and Mrs. Harvey W. Glasser
- Ingrid & Isabel, Inc.

### Heart Circle donors are indicated with a 💚. The Heart Circles recognize non-event annual gifts of $1,000 or more that provide operating support to the San Francisco General Hospital Foundation or a specific hospital program.

Heart Circle Membership level: 💚 = Platinum, 💛 = Gold, 🌟 = Silver
Board of Directors, Advisory Council, and Staff

Board Of Directors
Matthew Paul Carbone
President
Judy Guggenhime
Chair
Pam Baer
Vice President
Kirsten Bibbins-Domingo, PhD, MD
Vice President
John Luce, MD
Vice President
Jonathan Tsao
Vice President
Mary Bersot
Treasurer
Leon Tuan
Secretary
Helen Archer-Dusté, RN, MS
John H. Bell
Amy Busch, PhD
Susan A. Currin, RN, MS
Tina Frank
Priscilla Geeslin
Lisa Hauswirth
Theodore Mclau, MD
Magdalen Mui
Walter S. Newman
Roland Pickens, MHA
Laura A. Robertson, MD
Alex Rosenblatt
Connie Shanahan
Michael Silva
Ruth Ann Stumpf
Beth S. Veniar
Michael A. West, MD, PhD
Jamie Whittington
Ex-officio Directors
A. Sue Carlisle, MD, PhD
Michael Humphreys, MD
David Sanchez, PhD

Advisory Council
Eunice Azzani
Nancy Bechtle
Lyman H. Casey
Lynn Jimenez-Catchings
George H. Clyde, Jr.
Diana Dalton
Julia Damasco
Gretchen de Baubigny
Susan Desmond-Hellmann, MD, MPH
Tina and Neil L. Diver
Lucinda and Grenville T. Emmet, III
Mary Lu Everett
Susan and Daniel Federman
James C. Flood
Jessica Galloway
Sydney Goldstein
Moses Grossman, MD
Richard J. Guggenhime
Charlene C. Harvey
Brandt Hooker
Eleanor and Philip C. Hopewell, MD
Michael Humphreys, MD
Mary Huss
Lucy Johns, MPH
Talmadge E. King, Jr., MD
Gretchen Lieff
Sally N. Lovett
Stephanie and William MacColl, Jr.
Rosalie M. Marshall
James Messemer
Lee Ann and James Monfredini
Herbert H. Myers
Ellen Newman
Gene M. O’Connell
Gerald B. Pang
David E. Post
Vivian Rapaport
Laura and John W. Rende
Gisela Schecter, MD and William Schecter, MD
Paula C. Schultz
Deborah G. Seymour
Jo Schuman Silver
Jean and Richard Slottow
Patrick T. Smith
Maureen and G. Craig Sullivan
Barbara Vermut, MSW, ACSW
Paul Volberding, MD and Mary Cooke, MD
Christine Wachsman, RN
Charles Zukow

Foundation Staff
Stephanie R. M. Bray
Executive Director
Yasmeen Al-Farouk
Office Manager/Development Associate
Ethel Bernal
Database Administrator
Sara E. Haynes, MPH
Director of Major Gifts
Alice He
Bookkeeper
Elaine Lan
Development Coordinator for Special Events
Kelley Long
Development Officer, Corporate & Foundation Giving
Katie Moe
Director of Marketing
Babak Motie
Director of Finance and Administration
Amy Salomone
Development Officer, Individual Giving

Credits
Linda Gebroe, Testimonial Writing
Katie Moe, Editor
Zebra Graphics, Design
Marianne Faye’s heart, My Brother, My Heart/Mi hermano, mi corazón, is a tribute to San Francisco General Hospital and Trauma Center and the life-saving care they provided to her brother after he suffered an assault and was left on the street, nearly dead. Created as part of the inaugural Hearts in San Francisco series in 2004, the imagery invokes both the mortal danger to which her brother was exposed and his tenacious will to live.

In a show of extraordinary generosity, a group of 60 physicians from The General came together to purchase the heart which is permanently installed in front of the hospital—an enduring reminder that The General is the Heart of The City.