Table of Contents

Letter from the Board Chair and President ...................... 1
Vocational Rehabilitation Program ................................. 2
Brendan Burkhart’s story ............................................... 3
WrapAround Project ..................................................... 4
Ted Bush’s story ............................................................ 5
Kaiser Permanente: Investing in the Future of Health Care ........................................ 6
Medical-Legal Partnership ............................................ 7
Financials ...................................................................... 8
Donor List: January 1, 2012 – June 30, 2013 ................. 9 – 16
Board of Directors, Advisory Council, and Staff .................. inside back cover
Dear Friend,

Thanks to the generosity of community members like you, the Foundation has been proud to support the Heart of Our City—San Francisco General Hospital and Trauma Center—for the past 20 years.

During that time, we have been able to partner with the Avon Foundation to expand breast care for women in underserved communities by opening the Avon Comprehensive Breast Care Center on the hospital’s campus and funding a Mammo-Van that brings breast care to the streets with mobile screenings. We have raised funds for the development of the Orthopaedic Trauma Institute which brings leading physicians from around the world to San Francisco to develop the latest breakthroughs in orthopaedics, and holds annual courses to educate physicians from developing countries in the best orthopaedic care.

In 2004, we launched our Hearts Grants program which has used general support from our donor community to award $3.7 million to directly fund hospital needs. These grants have ranged in size from $228,000 used to update equipment in the Ophthalmology Clinic to $8,000 used to translate Traumatic Brain Injury education materials into Spanish and Chinese to ensure the best care for all patients at The General.

None of these accomplishments would be possible without you, our conscientious donors, who give what you can to support a hospital that does so much for our city.

We are pleased to share this annual report with you, which covers the 18 month period from January 1, 2012 through June 30, 2013, the end of our new fiscal year. In this report, we invite you to learn more about all the ways your gifts allow the Foundation to partner with The General to improve care every day.

The Vocational Rehabilitation Program operates a variety of unique social enterprises that provide job training and a pathway into competitive employment, including a Food Service and Baking Certificate Program (see p. 2).

Last year, Brendan Burkhart was seriously injured when he was in an accident on his scooter in downtown San Francisco. He was rushed to The General where the remarkable hospital staff saved his life and stayed by his side until his family arrived from out of the country. Brendan and his family were thrilled to share their gratitude and their story with you (see p. 3).

The WrapAround Project and the Medical-Legal Partnership are two innovative programs that take care beyond the hospital walls to truly help patients become well.

The WrapAround Project addresses core risk factors facing young victims of violence and provides them the support and tools to change their lives (see p. 4). The Medical-Legal Partnership reduces health disparities by providing patients with legal assistance to help improve poor living conditions (see p. 7).

Ted Bush recently retired after being a nurse at The General for 28 years, and has been a loyal donor to the Foundation for the past seven. He shared with us what he loves about The General, and why he decides to support the Foundation with a monthly gift (see p. 5).

Over the past 10 years, Kaiser Permanente has provided more than $2.5 million in support to The General, helping to implement programs that are reducing heart attacks and strokes. We were delighted to highlight their commitment to healthcare and public health (see p. 6).

Thank you for being a valued member of the community of donors supporting The General. With your help, we can be sure The General has the resources it needs to provide the best care to everyone in San Francisco.

With gratitude,

Judy Guggenhime
Chair

Matt Carbone
President
Providing a Path to Recovery & Employment

As the City’s largest provider of acute psychiatric care and only provider of 24-hour psychiatric emergency care, The General treats more than 6,500 patients suffering from chronic mental illness per year. Their condition is often complicated by persistent homelessness, substance abuse, chronic medical problems and criminal justice involvement.

The Foundation, with support from First Republic Bank, The Bank of America Charitable Foundation, Million Dollar Round Table, Levi Strauss & Co., and individual donors, is proud to support the Vocational Rehabilitation Program at The General in its efforts to provide work and job training to 100 people recovering from mental illness annually. “We believe that individuals achieve greater satisfaction with life and well-being when engaged in productive and meaningful activity,” explains Mindy J. Oppenheim, M.Ed., Director, Vocational Rehabilitation Program.

One of the many successful ventures operated by the Vocational Rehabilitation Program (VRP) is the Food Service and Baking Certificate Program. This program provides job training for 25-35 people recovering from mental illness each year. With a Hearts Grant provided by the Foundation, a training kitchen outfitted with an industrial refrigerator and freezer, convection oven, commercial proofer and other baking equipment was established at The General. The participants learn food preparation and baking techniques, and run a catering business that services hospital and non-hospital customers. “The new kitchen allows us to increase the number of trainees and grow our catering business. Profits from social enterprises have also created Peer Counselor positions which allow us to hire our graduates and provide better training and support to our clientele,” explains Mindy.

Job training activities can serve as a stabilizing force for the mentally ill, leading to reduced symptoms, reduced substance use, and a greater feeling of self-worth and integration into competitive employment and the community. The VRP provides a first step (back) into the work world. Yearly, approximately 10-15% of the program participants obtain competitive employment.

Maria Rosa Galdamez, Peer Counselor, provides coaching and mentorship to participants in the Baking and Catering training program.

The Vocational Rehabilitation program operates a variety of unique social enterprises including:

**Hot Dog & Coffee Carts**
“Happy Buns” hot dog cart provides job training to approximately 15-20 individuals per year and has generated enough revenue to hire one of the program graduates as a Peer Counselor and job coach. He currently manages the hot dog cart and reports that, “Being hired is the best thing that ever happened to me in 20 years!”

**Receptionist Training**
Provides participants with phone, data entry, and computer skills.

**Sewing Program**
Clients make sensory modification blankets for the hospital’s Occupational Therapy program.

**Clothing & Book Distribution**
The donation process and distribution of books and clothing to nearly 300 patients weekly is managed by VRP clients.

“I thought this would may be hard on some of our clients, especially those who were patients in these units in the past. Yet our participants remind me that it’s their turn to give back. One client recently said to me, ‘If the patients see me working and being productive it will give them hope that they will get better too and can get back to work,’” shares Mindy Oppenheim.

Men’s shoes and pants are especially needed. If you would like to make a donation of cash or clothing, please email development@sfghf.net.
A Grateful Family’s Expression of Thanks to The General

Brendan Burkart was riding his scooter home after work in North Beach when the accident happened. He has no memory of the collision itself, but knows a cab driver saw his body on the pavement outside the Broadway Tunnel, made a u-turn to block traffic, and called 911, most likely saving his life.

When the paramedics arrived a few minutes later, they found one of Brendan’s ribs had punctured his lung, and it was filling with fluid. The paramedics knew Brendan was close to dying, and so they rushed him to The General. He spent the next five days being treated for a painful collection of injuries including a broken collarbone and shoulder blade, in addition to his broken ribs and punctured lung. Brendan has only vague memories of his time in the hospital. His parents, however, remember everything.

When Eileen and Steve arrived at the hospital a day later after travelling from overseas, they were greeted by Rebecca, a nurse practitioner in the Intensive Care Unit (ICU), who stayed after her shift to ensure the Burkarts were updated on Brendan’s injuries and his prognosis.

Ebony, a nurse assistant, came on duty that night. Eileen remembers her well. “We had just been told that we couldn’t stay overnight with Brendan and I was in tears. Because of all the medication he was on, Brendan hadn’t connected with the staff. Ebony talked and joked with Brendan. She listened to him, moved pillows around, and tried to make him comfortable. I felt I was leaving him in good hands.”

Mary, a staff nurse in the ICU, was the family’s main point of contact over the next few days, and helped Eileen and Steve make a hard decision about whether to allow doctors to perform an epidural to help manage Brendan’s pain. “In a busy place like the ICU, we felt like we knew Mary, and we certainly trusted her,” said Eileen.

Brendan is now well on his way to a full recovery. He has been working with a physical therapist to regain full range of motion in his right shoulder and is ready to get back to work.

Before the accident, Brendan had been pursuing a career as a paramedic. Unfortunately, the nature of his injuries means it would be a long time before he would be able to lift and transport an adult patient. Instead, he is planning to pursue a career as a technician in an Emergency Department. In addition, he has registered for classes to start the process of becoming a Registered Nurse. “Hopefully this experience will help me take better care of people and anticipate how they’re feeling and what they’ll need.

The Burkart family knows that many people in the hospital were integral to the care that Brendan received, and acknowledged them in a heartfelt letter of thanks they sent to the hospital after Brendan was discharged:

“We continually marveled at the high level of care, the professionalism, the quality of surgery and diagnosis, and the kindness we received during Brendan’s stay. We were amazed by [the staff’s] patience and kindness. We noticed and appreciated the respect they showed to us and other patients under their care. We hope you will know who you are and accept our gratitude.”

Grateful patient Brendan Burkart
In 2006, about a third of the young people who were treated for violent traumas at The General were returning to be treated for injuries caused by further violence. Dr. Rochelle Dicker, a trauma surgeon, founded the WrapAround Project to help break the cycle by addressing the core risk factors confronting these patients.

Young victims of violence are invited to participate in the program while they are still in the hospital and most open to change. “This is when they have the A-ha! moment, what we call the ‘teachable moment,’” explains Dr. Dicker. Those who are receptive are connected with a case manager who mentors them for six months, and sometimes up to a year and a half. Case managers assess clients to determine their specific needs, establish goals, and connect them with mental health, continuing education, drug rehabilitation, job training, employment and other services best suited to help them.

Part of the success stems from cultural competency. Case managers are African American and Latino men who come from the same communities that the clients do. “We try to work with kids under 18 to have the most impact on their lives. With young kids and young minds, you can still mold a positive outcome,” explains Javier Antezana, a case manager who has been with the program for 8 years.

“For every person who’s injured, there are at least ten more family members and neighbors who are affected by the violence,” says Dr. Dicker. In 2006, the median cost of hospitalizing and treating a gunshot victim was $75,000. “The WrapAround Project makes life sense and business sense,” says Dr. Dicker.

Since the program’s establishment, the incidence of repeat admissions for violent injury has decreased considerably. Where there had been a 16% recidivism rate, now just 4% of violent trauma victims who’ve been through the program have returned to The General.

“Our clients say they’ve never felt this way about a hospital before,” Antezana continues. “They used to think, ‘We get healed, we get kicked out.’ But after going through this program, they’ve left gangs, received mental health services and have gotten help with post-traumatic stress disorder.”

Thanks to generous support from AT&T and the Metta Fund, more than 400 clients have participated in the program since its inception. Some of the program’s graduates are in college. Some even want to go into medicine. The program succeeds because it provides opportunities that many of us take for granted. “We give them hope, just by letting them know that we’ll be here for them the next day. We give them the tools they need to succeed in life,” shares Antezana.
After graduating from high school in 1967, Ted Bush thought he was going to be drafted for deployment to Vietnam. While he waited, he looked for temporary work at the local hospital. Despite having no medical experience other than a four day First Aid course, Ted was hired and immediately told to staff the various ambulance services. Ted was sure there had been a mistake. He expected to be mopping floors and moving oxygen tanks. But with so many people away fighting the war, Ted was more qualified than many.

“And so I did it. And I got hooked,” explains Ted, now 65 and recently retired after a long career as a nurse at The General.

Ted soon found out that he would not have to go to Vietnam, and by 1976 he had completed his training to become a registered nurse. In 1990, Ted settled in San Francisco and began his career at The General. “By that time I had worked a lot of places. This was the first time I had encountered such an intense, pervasive mission of providing healthcare as a right, not a privilege. I really fell right into that. I loved that we didn’t say no to anyone.”

As a nurse in Hematology/Oncology for the past 10 years, Ted’s primary focus has been caring for patients with blood disorders, including cancer and sickle cell disease. “A lot of my job was focused on patient education—making sure patients understand what they need to do to get better. I’d talk to them when in the hospital and then follow up with them at home to make sure they were taking the right medications.” Ted also embraced the teaching aspect of being a nurse at The General. “Because it is a training hospital, there are new residents and medical students coming through all the time. I liked to make them feel welcome, make them feel at home, and give them the support they need while in our clinics.”

Ted was working the day the announcement was made that the San Francisco General Hospital Foundation was being established. “I went down to the cafeteria and there was a big sign on the bulletin board. I thought, what a smart idea.”

Though Ted appreciated the Foundation right away, it wasn’t until years later that he became a regular donor. Ted had been hearing from his patients about a support group called CARE—Cancer Awareness Resources and Education. For many of them, it was one of the only safe spaces they could come together and share how they were feeling about their diagnosis. “Suddenly a light bulb went off—I was giving money to several organizations I didn’t know very well when I could see the good that was being done right here in the hospital.”

Ted became a monthly donor to the CARE program, and has maintained his support for the past 7 years.

“People don’t have to give a lot. What is important is the connection you are making with an institution you care about. It’s a valuable relationship for the donor, for the hospital, and for the Foundation.”

Connecting as a Nurse and a Donor

“I was giving money to several organizations I didn’t know very well when I could see the good that was being done right here in the hospital.”
Helping people fight disease and recover from trauma is only part of the wellness equation. When patients leave their physician’s office or are discharged from the hospital, they need to return to environments that support their total health. That’s the mantra of Kaiser Permanente, a health care organization with more than 70 years of experience.

“Kaiser Permanente shares The General’s long history in the Bay Area and its commitment to providing high quality care. We’re proud to provide funding and clinical expertise that’s advancing innovative technologies and programs that take patient care to an even higher level,” says Christine Robisch, Kaiser Permanente’s Senior Vice President and Area Manager in San Francisco.

Recognizing the connection between the health of their members and the health of the communities where they live, work, learn and play, Kaiser Permanente has provided more than $2.5 million in support to San Francisco General Hospital Foundation since 2003. That support has been leveraged in a myriad of areas, including the implementation of the nationally recognized eReferral system. eReferral has dramatically reduced patient wait times and has enhanced the efficiency and effectiveness of specialty visits by transforming communication between primary care providers and specialists at The General. eReferral has become a model for improving access to specialty care in safety-net health care systems around the state and across the country. Kaiser has also supported the development and expansion of quality improvement and evidence-based specialty care programs including one that helps prevent heart attacks and strokes.

Kaiser provided funding for the Dorothy Washington Nursing Scholarship program which awards scholarships to nurses to continue their education. In addition, Kaiser is an ongoing sponsor of the Heroes & Hearts luncheon fundraiser.

“Our work with the safety net positively impacts the larger health care system. Our support of The General is an investment in the future of health care,” explains Robisch. She adds that when it comes to health, collaboration is critical. “No single organization can meet the growing and complex health needs in our communities today. That’s why we work side by side with a variety of community-based organizations that serve tens of thousands of people each year.”

“Our work with the safety net positively impacts the larger health care system. Our support of The General is an investment in the future of health care.”
Reducing Health Disparities in the Community

Asthma is the number one reason that children are hospitalized at The General. If we can help a two-year old live in an apartment with fewer asthma triggers, we save the child from worsening disease and we save the medical care system from costly acute care visits and hospital stays,” explains Amy Whittle MD, Assistant Professor of Pediatrics and Medical Director, Children’s Health Center Medical-Legal Partnership (MLP).

Partially funded by the Lisa and Douglas Goldman Fund and the William G. Gilmore Foundation, the Medical-Legal Partnership links two professions serving the same vulnerable population. When underlying social circumstances are identified as factors impairing a patient’s health, they can be referred to an on-site attorney for free legal assistance. By placing a lawyer from Bay Area Legal Aid in the medical clinic, patient families receive assistance with issues related to housing, public benefits, education, and family law.

Dr. Whittle explains that children living in poverty frequently experience destabilizing factors that can adversely impact health. Families often don’t know that they have a legal right to remedy these issues. Many of the families referred from the Asthma Clinic aren’t aware that some of the problems they have are legal in nature.

“Having the medical provider introduce me to the family in the medical home is a real advantage. Families are sometimes distrustful of attorneys. When families see that I’m a member of the team at the clinic, they are more likely to accept my advice and help,” shares Jia Min Cheng, Attorney for the MLP program.

The most common issue that arises, perhaps because of its direct connection with asthma, is housing. Factors such as leaky roofs, mold, and rodent infestations produce poor indoor air quality that can cause or exacerbate asthma and allergies. These and other problems can undermine the efficacy of even the best medical treatment. While medical providers can prescribe medications and counsel patients about environmental triggers, they don’t always have the tools to address the underlying housing conditions that contribute to illness.

“Our program costs are minimal—essentially the attorney’s time,” shares Dr. Whittle. “But with this small investment, we help patients and their families open the door to better living conditions and better health.”

A child with allergic rhinitis lived in an apartment with carpeting. The apartment flooded and the child’s symptoms became significantly worse. The medical providers wrote letters to request removal of the carpet but the landlord refused, citing the high cost of linoleum. When the medical providers referred the case to the MLP attorney, Jia Min, she was able to help the parties come to agreement where the carpet would be replaced with linoleum, the landlord and his staff would undergo training in fair housing practices, and the landlord would pay the family a small sum in damages.
San Francisco General Hospital Foundation is grateful for the generous support of our donors. Your contributions enable the Foundation to provide resources for high-impact, sustainable initiatives that support the excellence of San Francisco General Hospital and Trauma Center.

**Financials  January 1, 2012 – June 30, 2013**

San Francisco General Hospital Foundation is grateful for the generous support of our donors. Your contributions enable the Foundation to provide resources for high-impact, sustainable initiatives that support the excellence of San Francisco General Hospital and Trauma Center.

**Expenditures**

- **Program Support**
  - Fundraising and Events: 15%
  - Personnel: 15%
  - Other: 5%
  - Professional Services: 4%
  - In-Kind: 3%
  - Project Management: 4%
  - Education and Training: 2%
  - Volunteers: 2%
  - Other: 4%

- **Revenue**
  - Foundations: 45%
  - Individuals: 29%
  - Nonprofits and Government: 8%
  - Corporations: 7%
  - In-Kind: 3%
  - Other: 4%
  - Professional Services: 4%
  - Patient Care: 96%
Thank You!

San Francisco General Hospital Foundation gratefully acknowledges the generous support of our donors for their gifts and pledges made from January 1, 2012 – June 30, 2013.

$1,000,000 and up
- Flight Attendant Medical Research Institute
- David Franklin Jenkins
- Lisa and John Pritzker
- Arthur Rock and Toni Rembe
- San Francisco Health Plan
- Wells Fargo Foundation

$999,999 - $500,000
- Anonymous
- Avon Foundation for Women
- The Stanley S. Langendorf Foundation

$499,999 - $250,000
- AT&T California
- Ray and Dagmar Dolby Fund
- The Estate of Margaret Mary Jordan
- The Horace W. Goldsmith Foundation
- Salesforce.com Foundation

$249,999 - $100,000
- Pam and Larry Baer
- Richard and Kim Beleson
- California HealthCare Foundation
- Chevron
- Judith and Richard Guggenheim Metta Fund
- William and Sally Neukom
- San Francisco Community Clinic Consortium
- The San Francisco Foundation
- State of California
- Synthes, USA
- University of California at Davis
- University of California, San Francisco

$99,999 - $50,000
- AO North America
- Center for Orthopaedic Trauma Advancement
- Mrs. Donald G. Fisher
- Connie Frank
- Genentech USA, Inc.
- Intel Corporation
- Jewish Vocational & Career Counseling Service
- Lisa and Douglas Goldman Fund
- McKesson Foundation
- Phil Schlein and T Beller
- Mrs. Deborah G. Seymour
- Strayer Instruments
- Ruth and John Stumpf
- Darian, Rick, Adam, and Ben Swig
- Threadlife
- Union Bank
- United Nations Voluntary Fund for Victims of Torture
- UnitedHealth Group
- University of California, Los Angeles
- VISA U.S.A. Inc.
- Wells Fargo
- The Bank of America Charitable Foundation, Inc.
- The Brin Wojcicki Foundation
- Chinese Community Health Care Association
- Cummins West, Inc.
- Design Industries Foundation Fighting AIDS
- The Estate of Arlene A. Hynes
- Firedoll Foundation
- First Republic Bank
- Priscilla and Keith Geeslin
- The George H. Sandy Foundation
- James C. Hormel and Michael P. Nguyen
- Janssen Therapeutics
- Laszlo N. Tauber Family Foundation
- Macy’s Foundation
- The Mary Wohlford Foundation
- Mimi and Peter Haas Fund
- The Miner Anderson Family Foundation
- OMEGA Medical Grants Association
- Orthopaedic Research and Education Foundation
- Pacific Gas & Electric Co.
- Pillsbury Winthrop Shaw Pittman, LLP
- Alexander and Kelly Jane Rosenblatt
- The Safeway Foundation
- Sodexo, Inc.
- To Celebrate Life Breast Cancer Foundation
- Vinson & Elkins, LLP
- Webcor Builders

$24,999 - $10,000
- Anonymous
- Andrews Kurther, LLP
- Behavioral Diabetes Institute
- Mary and Tom Berson
- Burr Pilger Mayer, Inc.
- Amy Buxch and Kevin Cameron
- Sheana W. Butler
- The C.F. Roe Slade Foundation
- A. Sue Carlisle, PhD, MD
- Stacey B. Case
- Lyman and Carol Casey
- Charles Schwab & Co, Inc.
- Charles and Margaret Ann Charnas
- Monica Devereux and Chris Columbus
- Comerica Bank
- Compass Group
- The Conway Family Foundation, an advised fund of Silicon Valley Community Foundation
- The Coulter/Weeks Charitable Foundation
- Susan Currin and Emmanuel Ungson
- William and Phyllis Draper
- Dana and Bob Emery
- The Estate of Patricia M. Flanagan
- Sakurako and William Fisher
- John and Laura Fisher
- Fong & Chan Architects
- Franklin Templeton Investments
- Donald and Janie Friend
- Robert and Michelle Friend
- Tamara Fritz
- Gilead Sciences Inc.
- The Ginn Family Foundation
- Harqua Foundation
- Lisa and Chris Hauswirth
- Health Advocates, LLC
- Jacobs Engineering Foundation
- James and Marybee Johnston
- Lona Jupiter
- Kaiser Permanente
- Christina and John Keker
- Richard and Mary Jo Kovacevich
- Law Office of Esther Herrera
- Mount Zion Health Fund of the Jewish Community Federation and Endowment Fund
- Ellen Magnin Newman
- Paul and Sandy Otellini
- Betty Ann Prien
- Robert N. and Ella S. Ristad Foundation
- Sanford and Jeanne Robertson
- Laura A. Robertson, MD
- Thomas and Shelagh Rohlen
- Rosenberg Ash Foundation
- San Francisco Study Center
- San Francisco 49ers
- San Francisco Giants
- Sarlo Foundation of the Jewish Community Federation and Endowment Fund
- Schiff Hardin LLP
- Sephora USA, INC.
- Xiu Jin Shi
- Diana Kapp and David Singer
- Patrick Smith and Bart Vis
- Lawrence and Joyce Stupski Foundation
- Target
- Beth S. Venier
- Barbara and Stephan Vermut
- Walgreens
- Westlake International Group
- Jamie Whittington and Peter Pastreich
- Kendrick and Linda Wilson
- Zynga.org

Heart Circle donors are indicated with a ♥. The Heart Circle recognizes non-event annual gifts from individuals of $1,000 or more that provide operating support to the San Francisco General Hospital Foundation or a designated hospital program. Heart Circle levels: ♥ = Platinum, ♥♥ = Gold, ♥♥♥ = Silver.
Supporting the Heart of Our City
Our Mission

To promote excellence in research, education and care for all at San Francisco General Hospital and Trauma Center – The Heart of Our City.