In early February, San Francisco General Hospital Foundation (the Foundation) received a historic grant of $75 million from Facebook founder and CEO Mr. Mark Zuckerberg and his wife, Dr. Priscilla Chan. This grant is the largest single gift the Foundation has received since it was established in 1994, and is believed to be the largest single private gift from individuals to a public hospital in the United States.

This grant supports the Heart of Our City Capital Campaign by funding critical state-of-the-art equipment and technology at the new acute care and trauma center, opening in December 2015, and will help convert the existing hospital building into an ambulatory care facility. The grant will also support the Foundation’s efforts to increase awareness of the key role the San Francisco General Hospital and Trauma Center (The General) plays in public health.

“As someone who has seen firsthand the quality of emergency care at San Francisco General, I can say that I am personally grateful for this $75 million grant from Mark and Priscilla—the largest gift to our City’s hospital ever,” said San Francisco Mayor Ed Lee.

“Through my training at The General, I know firsthand the vital health care and trauma services this hospital provides to anyone who lives, works, or travels through San Francisco,” said Dr. Chan. “Day in and day out, I witness the compassion and dedication of my colleagues as they work tirelessly to deliver the best available care to all of our patients. Mark and I are proud to support such an important public hospital.”

The new hospital will include two additional trauma rooms and three more operating rooms. The new Emergency Department will double in size from the existing one and has the capacity to provide care to anyone in need.

(Continued on Page 2)

A Letter from the Campaign Co-Chairs

Dear Friends,

We are so proud and pleased to be celebrating such a huge milestone for The General and the San Francisco General Hospital Foundation. In 2008, our City overwhelmingly supported Proposition A with an unprecedented 84% affirmative vote to fund The General’s rebuild construction project. However, as many of you may know, the bond funding did not provide for the technology and equipment that our physicians, nurses, researchers, and staff need to save lives and treat patients in the new building.

We have been working with our Campaign Committee to secure the philanthropic support needed to equip the new acute care and trauma center. The first gift to this effort was

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Foundation Announces $135 Million Heart of Our City Capital Campaign Goal

At the 10th Annual Heroes & Hearts luncheon on February 12, 2015, the Foundation announced the launch of the public phase of its $135 million Heart of Our City Capital Campaign. The City of San Francisco, the Foundation, and its donors are partners in providing the funding needed to fully equip The General’s new acute care and trauma center with state-of-the-art medical equipment and technology. Led by Heart of Our City Capital Campaign Co-Chairs Pam and Larry Baer, and Judy and Richard Guggenheim, the Campaign has reached a critical milestone as the new facility is scheduled to open in December 2015. Since the first gift in 2011, the Foundation has been a leader in seeking leadership level philanthropy in support of this campaign, and as of the announcement, had secured 95% of its overall $135 million goal.

Gifts to the campaign will be accepted until the new building opens, and our generous community of donors will help ensure that The General is able to open, and continue to provide care, fully equipped.

Architects and medical staff collaboratively designed the new acute care and trauma center, creating a facility that will enhance patient experience and also further the education of physicians who are trained at The General. The new building will include:

- 31 additional beds in the Emergency Department
- An increase in the number of ICU beds (from 30 to 58)
- Two additional trauma rooms and CT scanners
- Three new operating rooms, increasing the total number of operating rooms to 13
- 90 percent private patient rooms
- Four pediatric emergency exam rooms
- One dedicated pediatric waiting room in the Emergency Department
- Two additional palliative care rooms

The acute care and trauma center will be the only hospital facility in the city with a base-isolated foundation, the most advanced seismic-resistant design known today. It will be a “green” building for reduced water and energy use, and will seek LEED Gold Certification.

Zuckerberg Grant

(Continued from Page 1)

to more than quadruple the number of beds in the event of a major emergency.

“We are profoundly grateful to Mr. Zuckerberg and Dr. Chan for their support and investment in The General and its future. We know that private philanthropy is increasingly important for public hospitals and public health, and expect their leadership to inspire additional private support from the San Francisco community,” said Amanda Heier, CEO of the Foundation.

For Goodness Sake

Shop with Purpose from the For Goodness Sake Curated Hearts Collection

For Goodness Sake has partnered with the Foundation to help raise awareness and much-needed funds to support The General. Empowering individuals to shop with purpose at the Heroes & Hearts Luncheon and Hearts After Dark event, the company donated 100% of net proceeds from its curated hearts collection purchased at the For Goodness Sake mobile gallery.

For Goodness Sake is Pam Baer’s new company that connects people, brands, and philanthropies through its e-commerce site and mobile gallery. Individuals can feel good about each purchase as For Goodness Sake donates a portion of net proceeds to its philanthropic partners. Additionally, through their mobile gallery, the For Goodness Sake team engages with the community to inspire conversations, action, and giving back.

Pam and her team look for innovative products from around the world as well as local designers and artists, and for each philanthropic partner, they curate a discerning collection of accessories for women, men, and home décor. Currently, they work with local charities that focus on health, environmental, and educational causes.

As a long-time supporter of the Foundation, Pam wanted to expand her commitment to the important work that The General does. She has taken to heart the Foundation’s mission, and through the For Goodness Sake curated hearts collection includes something for everyone and features inspiring heart images from the Hearts in San Francisco project, such as a beautiful, custom-designed tray featuring images of post heart sculptures and a stylish clutch with art from this year’s campaign.

More information on For Goodness Sake

Shop with purpose in support of the Foundation at ForGoodSake.org.

Follow For Goodness Sake on Facebook at ForGoodSake, Twitter @4GoodSake, and Instagram at Instagram.com/ForGoodSake.

Visit HeartOfOurCity.org to donate or call (415) 206-3127. Help ensure that San Francisco remains a city for everyone, with a strong safety net hospital and topflight medical services for the entire community.

Letter from Campaign Co-Chairs

(Continued from Page 1)

made in 2011, and we are proud to report that the Heart of Our City Capital Campaign has raised 95 percent of its $135 million goal with the support of our generous donors!

The Foundation is grateful to our leadership phase donors—individuals, corporations, and foundations, along with the more than 1,000 physicians, nurses, and staff at The General and the Foundation—who committed early and generously. Gifts to the campaign will help provide funding for critical furnishings and state-of-the-art equipment when the building opens, and equally as important, in the future. Every gift to the Heart of Our City Capital Campaign helps ensure that the critical medical equipment needed to save lives and promote well-being can be made available to all.

The General’s doctors, nurses, and staff answer the call every day, from providing care for the most vulnerable San Franciscans, to innovating HIV/AIDS treatments that have worldwide impact, to saving the lives of the most seriously injured patients at the City’s only Level 1 Trauma Center. We invite you to join us and answer the call to raise the final funds needed before the new building opens in December.

Visit HeartOfOurCity.org to donate or call (415) 206-3127. Help ensure that San Francisco remains a city for everyone, with a strong safety net hospital and topflight medical services for the entire community.

In gratitude,

Judy and Richard Guggenheim
Pam and Larry Baer

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Page 3
SAN FRANCISCO GENERAL HOSPITAL AND TRAUMA CENTER: THE HEART OF OUR CITY

receives 30% of all ambulance traffic in the city

only trauma center level I facility in San Francisco

3,900 adults & children treated for traumatic injuries annually

30% of all ambulance traffic in the city.

Only trauma center level I facility in San Francisco.

3,900 adults & children treated for traumatic injuries annually.

**Provides care to children through 40,000 pediatric visits a year**

**Delivers specialized care to thousands of people living with HIV/AIDS**

**Nationally recognized Centers of Excellence, including those in Neurotrauma, Stroke, and Orthopedics**

**Largest acute and rehabilitation hospital for psychiatric patients in San Francisco**

**Hub of the City’s disaster response in an earthquake or major crisis. New emergency department will have the ability to double capacity in a disaster.**

Only Baby Friendly hospital in San Francisco certified by the World Health Organization, with 1,200 babies delivered annually.

Houses more than 20 UCSF research centers conducting more than $150 million in research annually. Teaching hospital for all UCSF graduate students.

New building will feature 90% private rooms.

City’s largest primary care facility and part of the SF Health Network.

OPERATES AT 94% CAPACITY, COMPARED TO 80 PERCENT NATIONAL AVERAGE

1873, the year The General became a partner in public health with UCSF.

Capital Campaign for San Francisco General Hospital and Trauma Center

Answer the call at HeartOfOurCity.org. To become involved, contact Molly Carter at (415) 206-3127 or mcarter@sfgoh.org.
HEROES & HEARTS™

BENEFITING SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

THANK YOU

With your help, we raised over $1.9 million to promote excellence in research, education, and care for all at San Francisco General Hospital and Trauma Center.

For 2016 Hearts sponsorship information or questions about the Foundation’s signature events, please contact Chelsea E.M. Kasai at (415) 206-5928 or ckasai@sfghf.org.

View our new videos at SFGHF.org to learn why your support of The General matters.

Thank You to Our Generous Sponsors

View Event Photos
Facebook.com/SFGHFoundation

Photos Courtesy of Drew Altizer

Photos Courtesy of Drew Altizer
Supporting the Heart of Our City | SFGHF.org

Did you know?
The new acute care and trauma center at The General will be the only hospital in San Francisco with a base-isolated foundation, the most seismically safe design known today.

San Francisco General Hospital Foundation

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Please contact us with any questions, comments, or to share your story.
We ♥ to hear from you!
(415) 206-4478 or info@sfghf.org

Our Mission: San Francisco General Hospital Foundation is dedicated to promoting excellence in research, education, and care for all at San Francisco General Hospital and Trauma Center.