



SAN FRANCISCO
GENERAL HOSPITAL
FOUNDATION

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HIGH-RES IMAGE AVAILABLE FOR DOWNLOAD [HERE](#)

San Francisco General Hospital Foundation Launches *It Takes Heart* Initiative in Support of Healthcare Workers on the Frontlines of the COVID-19 Pandemic

SAN FRANCISCO (May 4, 2020) – **San Francisco General Hospital Foundation** [the Foundation] has launched a new initiative, ***It Takes Heart***, in support of Zuckerberg San Francisco General Hospital and Trauma Center [ZSFG] healthcare workers on the frontlines of the COVID-19 Pandemic. *It Takes Heart* invites community members to show their support by putting hearts as a symbol of solidarity in windows, doors, and anywhere else they can dream of, expressing admiration for those on the front line, love for San Francisco, and creativity. Messages of thanks and appreciation are also encouraged to be submitted to ItTakesHeartSF.com.

“The medical professionals and staff at Zuckerberg San Francisco General have dedicated their lives to delivering on the promise of healthcare for all. Every day, they fight for the well-being of San Francisco, ensuring every member of our community—including the most vulnerable among us—has easy access to healthcare,” said **John Bell, San Francisco General Hospital Foundation Board President**. “When we need care, the workers and staff at the hospital have got our backs. *It Takes Heart* is an opportunity to show them that now, more than ever, we’ve got theirs.”

It Takes Heart is a conversation between the community and ZSFG, an opportunity to work together, support one another, and recognize each other’s sacrifices—for hospital workers to thank residents who are doing their part, and for community members to express gratitude to the medical professionals and hospital staff risking their lives to help save ours. The initiative doesn’t end with messages and hearts in windows—it’s also about stepping up and taking action, from wearing masks, and washing hands to sheltering in place and supporting the Hospital.

A catalog of images from the Foundation’s *Hearts in San Francisco* Project is available for download [HERE](#), which can be used as templates for print and digital messages of gratitude. Introduced in 2004, the citywide public art project features 131 five-foot tall Heart Sculptures designed by both local and national established and emerging artists. The unique works of art are featured in plazas, parks, and on street corners throughout San Francisco.

Messages can also be shared to the Foundation's social media platforms on YouTube, Facebook, Twitter, and Instagram utilizing the hashtag #ittakesheartsf, or emailed to ittakesheart@sfgfhf.org. All messages will be shared with those on the frontline at ZSFG.

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About San Francisco General Hospital Foundation

San Francisco General Hospital Foundation (the Foundation) is an independent, 501(c)3 not-for-profit corporation that provides philanthropic support to Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center (Zuckerberg San Francisco General). The Foundation is dedicated to promoting excellence in research, education and care for all at Zuckerberg San Francisco General. Funds raised by the Foundation allow Zuckerberg San Francisco General to continue its long history of providing compassionate and high-quality health care to San Francisco and northern San Mateo County. For more information, please visit SFGHF.org and [Facebook](#).