



# San Francisco General Hospital Foundation News

SPRING 2008 VOL. 9 NO. 1

## Highlights of the Past Year and Looking Forward to the Future



Almost every week, I have a reason to visit the San Francisco General Hospital and Trauma Center. And each time I do, I walk away feeling very fortunate to be involved with the only San Francisco institution that provides such a valuable service to our city. It also makes me feel safe to know that the Trauma Center is here and ready the moment you or I might need it.

I walk through the halls and see patients who are both vulnerable and reflective of the diversity of our city, receiving top quality healthcare. Also in those halls, clinics, and meeting rooms are hospital administrators and health care providers; each working to resolve health care challenges and find solutions for all. Collectively this dynamic group of men and women are a daily reminder of The General's purpose: to serve those who need it the most and provide the best healthcare possible. The San Francisco General Hospital Foundation's mission is to help ensure that The General is able to meet that commitment.

This past year, San Francisco General Hospital Foundation met its performance benchmarks operationally and financially, and we expect to continue to do so in the years ahead as long as you continue to join us in this effort. Our success is in recognition of the outstanding work that is done every day at The General.

In 2007, we received over \$5 million in awards/grants from Foundations and Corporations for the work being done at the hospital. Some of the highlights were:

- ✓ AVON once again was a major donor to the AVON Breast Center providing over \$1M in support
- ✓ Gordon and Betty Moore Foundation made a special award to fund the 'Data in a Box' program – or the expansion of the server capacity of the hospital – giving over \$2 M in support
- ✓ Salesforce.com Foundation made a \$100,000 unrestricted gift after touring the hospital and learning about the Center for Vulnerable Populations
- ✓ Timbuk2 Designs donated \$20,000 in products to the Women's Breastfeeding Center
- ✓ William Gilmore Foundation awarded a \$15,000 grant to the Acute Care for Elders (ACE) Unit
- ✓ Mount Zion Health Funds awarded \$75,000 to the Cancer Awareness Resources and Education (CARE) Spanish and Cantonese programs
- ✓ Macy's gave \$10,000 to the Mobile Mammography Van

The Macy's gift was part of the nearly half million dollars raised by our Heroes & Hearts luncheon. This annual event provides financial support for The General and the Foundation and heightens the public's awareness of how important The General is to San Francisco and beyond.

I want to encourage each of you to continue to support the San Francisco General Hospital Foundation and allow us to fulfill our mission and ensure that The General continues to be one of the best public hospitals in the country. Unfortunately, The General is facing a number of challenges, including a constrained budget, growing patient base, and a mandate to re-build. These challenges require all of us to help.

Remember The General is an important asset to the City.

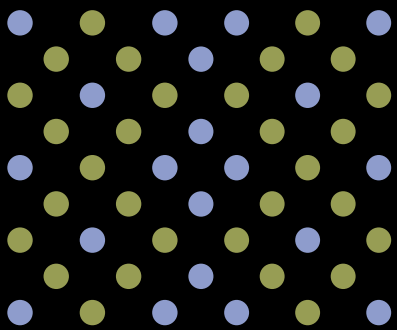
- ✓ Only Trauma Center (Level 1) in San Francisco
- ✓ Only Psychiatric Emergency Services and largest number of acute psychiatric beds
- ✓ Only Psychiatric Rehabilitation Hospital
- ✓ General community hospital and ambulatory care services for San Francisco's underserved
- ✓ Referral Center for the DPH and its affiliated partners and only referring hospital for "Healthy San Francisco"
- ✓ Provides clinical training for the University of California San Francisco Schools of Nursing, Pharmacy, Dentistry, and Medicine as well as 200 clinical nursing placements for students from California State University System, community colleges, private universities and colleges, and
- ✓ \$65 million of UCSF led research is performed at The General every year

I thank you deeply for your support, but I also want to challenge each of us to think about what else we can do to help the San Francisco General Hospital and Trauma Center in 2008. In order for The General to address the challenges placed before it, we must help it obtain the resources needed to maintain current levels of service and the development of new solutions. We can make this happen only with your continued support.

Yours truly,



Judy Guggenheimer, President  
San Francisco General Hospital Foundation

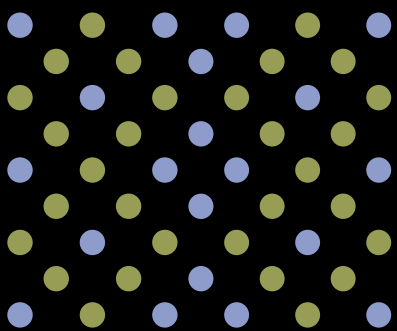


Save  
the Date



# San Francisco General Hospital Gala Fundraiser

Benefiting  
the Dorothy Washington  
Nursing Educational Fund



The Westin San Francisco  
50 Third Street

6:00pm  
Reception

7:30pm  
Dinner & Awards Presentation

Master of Ceremonies  
Lynn Jimenez-Catchings  
Business Reporter, KGO Radio

Keynote Speaker  
Janice Mirikitani  
Founding President of the Glide Foundation

Join us for an evening of celebration.  
Tickets \$175

RSVP by Monday, April 28th

For more information regarding event sponsorship  
or ticket purchase, please call  
Katie Moe, SFGH Foundation at 415-206-5928.



The Dorothy Washington  
Nursing Scholarship  
Fund is named in memory  
of Dorothy George  
Washington, night shift  
Nursing Supervisor at

San Francisco General Hospital for  
22 years, and hospital employee for  
35 years. Ms. Washington's nursing  
leadership, coupled with her kindness  
and generosity, touched the lives of the  
patients and nurses she worked with.  
She valued the importance of nursing  
education, mentoring nurses in the  
pursuit of professional growth while  
modeling her own clinical expertise and  
personal strengths. Through the shock  
of losing Dorothy, the SFGH community  
came to realize the significance of her  
life's work and chose to acknowledge  
exemplary nursing leaders through a  
scholarship fund. The fund will support  
SFGH nurses in their baccalaureate and  
graduate nursing education.



# Just Published

Getting ahead financially in the United States is a difficult task, and it is even more daunting for someone who comes from a different culture.

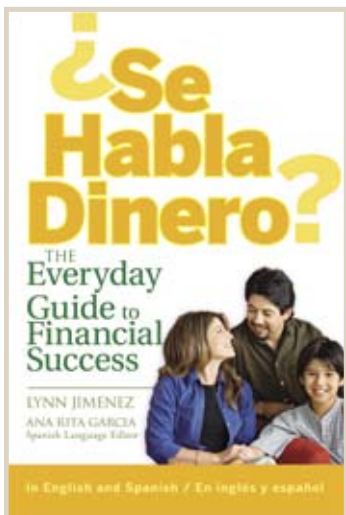
That's why author and SFGH Foundation Board Member Lynn Jimenez has created *¿Se Habla Dinero?: The Everyday Guide to Financial Success*. This book offers information needed for financial survival and success, simply and clearly, in both English and Spanish.

*¿Se Habla Dinero?* walks readers through the fundamentals of personal finance and money management and explains how to open and use bank accounts; establish and manage credit; save and borrow money for education; and master basic investing techniques. This bilingual guide makes intimidating topics

easy and gives readers the confidence they need to move forward.

Hispanics are moving into this nation's middle class at a rapid pace. *¿Se Habla Dinero?* will be an important tool to help them climb the ladder of financial success.

Lynn Jimenez is an award-winning business reporter for KGO Radio 810. She has delivered fast-paced business reports from the options floor of the New York Stock Exchange for 17 years.



Lynn Jimenez, Author

Este libro ofrece en dos idiomas: inglés y español y de manera sencilla y clara, la información necesaria para la supervivencia y el éxito financiero.

*¿Se Habla Dinero?* Guía al lector a través de las nociones fundamentales de economía personal y administración del dinero. Explica cómo abrir y usar cuentas bancarias, cómo establecer y administrar crédito, cómo ahorrar y tomar prestado dinero para la educación y cómo manejar técnicas de inversión básicas. Esta guía bilingüe hace que algunos aspectos intimidatorios resulten fáciles y proporciona a sus lectores la confianza que necesitan para seguir adelante.

La población hispana hoy en día está alcanzando rápidamente la clase media de esta nación. *¿Se Habla Dinero?* Es una herramienta importante que ayudará a sus lectores a subir la escala del éxito financiero.

Lynn Jimenez de San Francisco, California, es una reportera de negocios galardonada que trabaja para la estación de Radio 810 KGO. También ha transmitido reportajes breves de negocios desde el piso de opciones de la Bolsa de Nueva York en San Francisco por diez y siete años.🌿

Salir adelante económicamente en Estados Unidos es una labor ardua, y más difícil todavía para aquellos que provienen de culturas diferentes.

Esta es la razón por la que la autora Lynn Jiménez ha creado *¿Se Habla Dinero?*: la guía diaria que le llevará al éxito financiero.

## Donor Spotlight



“I have been a caregiver for forty years, almost twenty of those years have been at San Francisco General Hospital. Working here has many rewards. Most often I am rewarded by my interactions with my patients, but a very large portion of the reason I work here is to be in the presence of amazing caregivers, and to be involved in the forward thinking programs sponsored by SFGH that work toward improving the lives of our patients, their families and our community.

Over the past several years I have been most proud, as an oncology nurse, to have witnessed the profoundly positive effect that the CARE Program (Cancer Awareness Resources and Education), under the leadership of Blue Walcer has had on the lives of our patients with cancer and their families. This program meets and exceeds its mission statement daily. It changes lives, and I think that is in the top rank of innovative programs nationally.

I am very honored to make this donation along with a monthly pledge in order to help continue the CARE program at SFGH.🌿”

—Theodore Bush, RN, OCN  
UCSF Hematology Oncology at SFGH

# HEROES & HEARTS

Thank You to our Heroes, Artists,  
Sponsors and Guests for Making  
the 2008 Heroes & Hearts  
Luncheon a Success



THE MARY WOHLFORD  
FOUNDATION

SWEETHEARTS  
JUDY & RICHARD GUGGENHIME  
THE STANLEY S. LANGENDORF FOUNDATION  
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NBC11  
SAN FRANCISCO BUSINESS TIMES  
SAN FRANCISCO CHRONICLE / SF GATE  
SAN FRANCISCO MAGAZINE

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HEARTBEATS  
PAM & LARRY BAER  
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BECHTLE FOUNDATION  
BERSOT CAPITAL MANAGEMENT LLC  
THE CALIFORNIA ENDOWMENT  
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COMERICA BANK  
RAY AND DAGMAR DOLBY FAMILY FUND  
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LAURA & JOHN FISHER  
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HEALTH ADVOCATES  
KAISER PERMANENTE  
TINA & JOHN KERER  
SUSAN LEAL & SUSAN HIRSCH

LENNAR CORPORATION  
LIFEMARK GROUP  
JOHN LUCE, MD & LAURA A. ROBERTSON, MD  
DEBBIE & JIM MESSEMER  
PLATINUM ADVISORS  
SAN FRANCISCO POLICE OFFICERS ASSOCIATION  
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DEAN'S OFFICE, SFGH  
DEPARTMENT OF EMERGENCY SERVICES, SFGH  
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DEPARTMENT OF NEUROSURGERY, SFGH  
DEPARTMENT OF OBSTETRICS/GYNECOLOGY, SFGH  
DEPARTMENT OF ORTHOPAEDICS, SFGH  
DEPARTMENT OF PEDIATRICS, SFGH  
DEPARTMENT OF PSYCHIATRY, SFGH  
DEPARTMENT OF SURGERY, SFGH  
UNION BANK OF CALIFORNIA  
BETH VENIAR  
BARBARA & STEPHAN VERMUT  
THE VILLAS PARKMERCED  
JAMIE WHITTINGTON & PETER PASTREICH  
ADDITIONAL THANKS  
NBC11 NEWS HEALTH REPORTER MARIANNE FAVRO  
MAYOR GAVIN NEWSOM  
STEVE SILVER'S BEACH BLANKET BABYLON

HEROES  
ALICIA BOCCELLARI, PHD  
ROBERT V. BRODY, MD  
CATHERINE "TONI" DUKES  
SERGEANT BOB GUINAN  
FERNANDO HECHAVARRIA  
SPIRIT OF 'THE GENERAL' AWARD  
JUDY A. LUCE, MD

ARTISTS  
DOUG ANDERSON  
GARY BUKOVNIK  
ANDRE DE BAUBIGNY  
ROB COX  
SIDNEA D'AMICO  
BETTY GUY  
DENISE LAWS  
JAY A. LEVY, MD  
HUNG LIU

DEBRA NICHOLS  
PRECITA EYES MURALISTS  
MICHAEL KNUD ROSS  
GEORGE RUSSELL  
ADELE SHAW  
LEWIS SYKES  
DANIEL TOUSIGNANT  
OMAR VIZQUEL  
AMANDA WILLIAMS

## Force for Change Award



San Francisco General Hospital Foundation is the proud recipient of a \$100,000 grant from Salesforce.com Foundation's 2007 "Force for Change" Award.



Yurie Pascarella and Rich Guggenime.

# HEROES & HEARTS LUNCHEON THURSDAY, FEBRUARY 14, 2008

PHOTOS BY THOMAS J. GIBBONS



2008 Heroes Toni Dukes; Sgt. Bob Guinan; Fernando Hechavarria; Alicia Boccellari, PhD; Judy Luce, MD; and Robert V. Brody, MD.



Mayor Gavin Newsom with Gene Marie O'Connell, SFGH CEO flanked by former mayors Frank Jordan and Willie Brown.



Nancy Bechtle, George & Charlotte Shultz, Dede Wisley, Venetta Rohal and Mary Jo Kovacevich.



Jay A. Levy, MD and his Heart titled, "Out of the Gate."



2008 Co-Chairs Laura A. Robertson, MD and Julia Mandeville Damasco.



Co-founders Judy Guggenime and Pam Baer with Paul Pelosi.

# NEW ♥ HEARTS IN SAN FRANCISCO

LARGE HEARTS



ROB COX  
EVENING, SAN FRANCISCO FERRY BUILDING



SIDNEA D'AMICO  
SIESTA IN THE CITY



DEBRA NICHOLS  
LOVE IS



TABLE TOP HEARTS



DOUG ANDERSON  
A BEGINNING



GARY BUKOVNIK  
HE LOVES ME, HE LOVES ME NOT!



DENISE LAWS  
JOIN



JAY A. LEVY, MD  
OUT OF THE GATE



GEORGE RUSSELL  
WIZARD OF DOG



ADELE SHAW  
HOW ABOUT IT?

Five of the new 2008 Large Hearts can be seen around San Francisco until September 2008. Hearts by Precita Eyes Muralists, Rob Cox, and Amanda Williams can all be seen at Union Square. Heart by Sidnea D'Amico can be viewed at Yerba Buena Gardens. Heart by Lewis Sykes is placed at Huntington Park in Nob Hill.



PRECITA EYES MURALISTS DESIGNED BY KRISTEN FOSKETT  
BALLOON JOURNEY



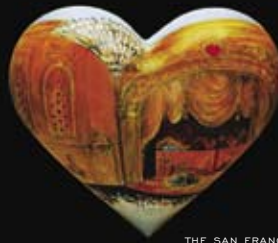
LEWIS SYKES  
SAN FRANCISCO CHERUBIM



AMANDA WILLIAMS  
BLESS YOUR LIL' HEART



ANDRE DE BAUBIGNY  
LAVENDER FIELDS



BETTY GUY  
THE SAN FRANCISCO OPERA, "THE MAGIC FLUTE"



HUNG LIU  
FOR A NEW WORLD



MICHAEL KNUD ROSS  
HOME IS WHERE THE HEART IS



DANIEL TOUSIGNANT  
TREE OF LIFE



OMAR VIZQUEL  
THE GOLD BROKEN HEARTED



Select Table Top Hearts Available for Purchase. For more information on these one-of-a-kind works of art, please call **Katie Moe** at 415-206-5928 or [kmoe@sfgfh.net](mailto:kmoe@sfgfh.net).



## San Francisco General Hospital Foundation

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San Francisco, CA 94110  
www.sfghf.net

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California

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by giving online at [sfghf.net](http://sfghf.net)

## Of Note

San Francisco General Hospital Foundation welcomes new Board Member **Helen Archer-Dusté, R.N., M.S.**, Assistant Administrator, Quality and Patient Safety and Medical Center Compliance Officer with Kaiser Permanente, San Francisco Area

We also welcome **Sara E. Haynes, MPH** as the new Director of Corporate & Foundation Relations.

Congratulations to **Blue Walcer, MHP**, Director of Cancer Awareness Resources and Education (CARE) program at SFGH&TC for receiving the American Cancer Society's Lane Adams Quality of Life Award. This award recognizes dedication to helping cancer patients and will be presented May 9 in Los Angeles.

## San Francisco General Hospital Foundation

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San Francisco General Hospital Foundation is dedicated to improving the care and comfort of patients at San Francisco General Hospital and Trauma Center.