



Photo Courtesy of Drew Altizer Photography

John Noonan (Luncheon Co-Chair), Dr. Susan Ehrlich (ZSFG CEO), Karen Aguilar (Hero), Caroline Watson (Hero) and Lisa Hauswirth (Luncheon Co-Chair)

Honoring Our Inspiring 2018 Heroes

Each year at our Heroes & Hearts luncheon, we are honored to recognize public health professionals who are going above and beyond to improve care for all at Zuckerberg San Francisco General Hospital and Trauma Center (ZSFG). Caroline Watson and Karen Aguilar, our 2018 Heroes, are both driving new models of patient care, support, and empowerment through their work at HIVE and Gender Health SF.

Caroline Watson

ZSFG has long been a pioneer in HIV/AIDS care and has been at the forefront of “Getting to Zero” by 2020: zero deaths, zero infections, and zero stigma.

Stigma is the lesser understood of these goals. While preventing deaths and infections are largely supported by medical interventions, education and outreach is front and center for eliminating prejudice and discrimination against people living with HIV and the communities disproportionately impacted by the disease. Overcoming stigma can be the difference between life and death.

HIVE Social Justice and Communications Coordinator Caroline Watson set out to change the way HIVE

empowered people living with or affected by HIV to reshape the narrative for HIV prevention. Caroline’s fierce and compassionate commitment to fighting the stigma surrounding HIV has been a gift to HIV patients here and around the world, and significantly, has been a key driver of “Getting to Zero” HIV in our community.

“I’m passionate about reproductive justice and fighting stigma surrounding HIV. I’m frequently approached by people who need help. I give referrals and share my story and often they write blogs for HIVE and inspire people who are struggling. By providing space for their stories I hope to inspire more people living with and affected by HIV to take care of their health.”

Karen Aguilar

At ZSFG, patients get world-class compassionate care, and experts are innovating to help patients navigate a complicated system.

Transgender, transsexual, and gender non-conforming people face significant barriers to quality health care

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A Letter from the Foundation

In February, it was our great honor to celebrate the critical role that Zuckerberg San Francisco General (ZSFG) plays within our community, at our 13th annual Heroes & Hearts Luncheon. Each year we are reminded that so many who live and work in San Francisco and the greater Bay Area deeply value ZSFG and its employees, and how through your compassion and care, critical support can go to those most in need.

As you will read about in this newsletter, we were privileged to honor two Heroes, Karen Aguilar and Caroline Watson, who are having lasting impacts on patients and communities that must overcome stigma, harassment, or discrimination, while navigating health care that matches their identity or addresses their disease. Please also visit our website—SFGHF.org—to watch two short films that depict their tremendous contributions, which embody the “go above and beyond” spirit of ZSFG.

We celebrated our beloved hospital and raised more than \$1.85 million at this year’s event, but the occasion was also bittersweet. We reflected on those we’ve lost in the last year, including Mayor Ed Lee and one of our own longtime Board members and leaders, Patrick Smith. As Board chair Judy Guggenheim remarked at the luncheon, they were among our hospital’s “first responders.” In this newsletter we remember Patrick Smith and Susan Ehrlich shares her memories of Mayor Lee.

As we also celebrate the two year anniversary this May of the new acute care and trauma center at ZSFG, we are reminded that for all residents, visitors, and workers in San Francisco, the new trauma center and the entire institution represent the best of our shared commitment to care for each other. With your ongoing support, we can continue to improve the comprehensive care available at ZSFG, at a time when public health and health care needs our support more than ever.

With gratitude,



John H. Bell
President,
Board of Directors



Amanda Heier
Chief Executive Officer

2018 Heroes

(Continued from Page 1)

and wellness services. Already beset by stigma and discrimination, transgender patients must also navigate a health care system still developing protocols to be responsive and compassionate to transgender healthcare needs.

Gender Health SF Lead Patient Navigator Karen Aguilar’s peer-based approach is setting a standard that will dramatically improve care for patients nationally. The reach of Karen’s work goes far beyond San Francisco, with Gender Health SF serving as a model for clinics across the country.

“I have the opportunity to help my community through my advocacy. Access to surgeries and healthcare are medically necessary to match our gender identity with our bodies and allow us to function almost like other human beings. I say almost, because we are still one of the most discriminated against in the nation and the world. Gender Health SF has the first peer-based program in the nation. When it comes to navigation and access to gender-related surgeries, we are creating the standards of transgender care in the U.S. and all over the world.”

We are proud to recognize Caroline and Karen as our 2018 Heroes.

Please visit youtube.com/SFGHFoundation for films celebrating our 2018 Heroes.♥

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Vehicle donations help ZSFG provide world-class health care and trauma services to everyone in need.

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Donor Spotlight: Dr. Newt Gordon

A Leader in Skill, Service, and Philanthropy

We are so grateful to have such a diverse and loyal community of donors who each come to see our Foundation and our beloved ZSFG as valuable institutions caring for anyone and everyone regardless of circumstances, as well as advancing care in specific specialties, such as mother and child health, trauma, or HIV care and prevention.

One value the Foundation promotes is equity, in which we seek to strengthen the public safety net, enabling anyone who walks through ZSFG's doors to get the compassionate care they deserve. Dr. Newton Gordon, who recently retired as chief of ZSFG's Dentistry and Oral and Maxillofacial Surgery Clinic, has supported the Foundation over the years with generous donations to ensure ZSFG continues to provide health care for everyone in need: "Health care is a right; a right of all humans. This institution has done a phenomenal job providing the best care for an underserved population."

We are honored when ZSFG staff members choose to donate to the Foundation. We know that they have an intimate and innate knowledge of the value of the institution they hold dear.

The clinic, a past Hearts Grants recipient of nine new dental chairs, primarily treats the surgical repair of the mouth, teeth, jaws and face after traumatic injury. ZSFG, as the region's only Level 1 trauma center, sees nearly 4,000 trauma patients each year.

Through his leadership at ZSFG and UCSF, Dr. Gordon helped modernize maxillofacial techniques for trauma hospitals around the world. His has been a career of expertise and service: he has changed lives for patients, worked to improve institutions, and expanded opportunities for generations of students, especially students of color.

In addition to multiple fellowships, diplomatic posts, awards, and honors, he is currently board chairman for Great Shape, Inc. in his native Jamaica, a humanitarian organization serving 40,000 people annually throughout the Caribbean. Today he volunteers in the ZSFG department he once led.

We are grateful to Dr. Gordon for his service, his influence on a generation of medical professionals, and his generosity to the institution he has called home for most of his career.♥



Photo Courtesy of Michael Short Photography

Navigating new tax laws and philanthropy

How will the new law impact your donation to San Francisco General Hospital Foundation and other charities? What are the most effective ways to make charitable gifts this year and in the future?

The answers to these questions depend on your individual circumstances, so it is always wise to discuss any giving ideas with your financial advisors. Generally speaking, the new law offers a number of positive attributes for donors:

- › The tax advantages of both giving from retirement plans and also giving appreciated securities remain unchanged.
- › The charitable income tax deduction was preserved, and the allowable deduction—as a percentage of a person's adjusted gross income—is increased in some cases.
- › Fewer people will be subject to the estate tax than ever before.

We are happy to discuss these and other charitable giving ideas with you, confidentially and with no obligation, as well as how you can support the Foundation and our mission now and in the future.

Contact **Jeremy Benjamin**, jbenjamin@SFGHF.org, to learn more.



HEROES

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For 2019 Heroes & Hearts Luncheon Sponsorship Information, visit www.zsfoundation.org/2019-heroes-and-hearts-luncheon

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This year we raised more than \$1.85 million in research, education and care for all at San Francisco General Hospital and Trauma Center.

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For more information, please contact Chelsea M. Denton at 628.206.5803 or cmdenton@SFGHF.org.

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Heart sculpture photos courtesy of Irja Elisa Photography.

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A Message from Dr. Susan Ehrlich, ZSFG CEO



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At Heroes & Hearts, I was invited to reflect on the quiet and passionate legacy of Mayor Ed Lee, who passed away in December 2017.

We saw Mayor Lee at the hospital quite often. He'd come to visit patients who were sick or hurt, especially when there was a fallen police officer, sheriff's deputy, firefighter, or city worker. He'd come in quietly and with humanity. He'd smile and express his concern to patients and their families, and ask what he could do to help. He'd come with humility. If a patient or family member didn't want a visit right then, Mayor Lee would express his concern, then leave quietly too.

He knew how important our hospital is to our patients and the role we continue to play in ensuring the health of our city. And he would always, always talk with our staff to see if there was anything he could do to help support them as well.

Ed Lee was supportive of all those around him. He seemed to treat his own staff as one might treat personal friends, or family members. I saw many tears at the hospital the night of his passing.

As someone who cared very deeply and worked tirelessly for the people of San Francisco, for our hospital, and for the work we do to support it, let's all take a moment to appreciate the example he set.

Sincerely,
Susan P. Ehrlich, MD, MPP

In the News:

Mission Protocol

Strokes are unpredictable and are critical health emergencies. For every hour treatment is delayed, a stroke patient loses 3.6 years of functional life. They can lose the ability to speak, or to move parts of their body. ZSFG is responding with a comprehensive new approach to emergency stroke care, ensuring incoming stroke emergencies are prioritized with immediate medication and surgical interventions within 90 minutes of stroke onset. This approach, the Mission Protocol, was developed by ZSFG physician Dr. Debbie Madhok and has been featured on KQED and in the *Nob Hill Gazette* and *San Francisco Magazine*.❤️

The Bigger Picture

Type 2 diabetes, or adult-onset diabetes, increasingly begins in childhood (the rate jumped 30 percent in the first decade of this century). Black and Latino children are eight times as likely to develop the disease. The Bigger Picture, a program supported by UCSF's Center for Vulnerable Populations, aims to help teenagers and young adults view the diabetes crises in their communities as a social justice problem tied to stress, poverty, violence and limited access to healthy and affordable foods. The program inspires youth to take action to create better policies and healthier communities. In February, *The New York Times* featured the program and a related *Journal of the American Medical Association* article, and included excerpts from new spoken word poems.❤️

The Foundation Welcomes New Board Members

**Dionne Cruz Miller**

is the Chief Operating Officer at Kaiser Permanente San Francisco Medical Center. She has more

than 20 years of experience working in large health care systems. Prior to joining Kaiser Permanente, she held various leadership positions including Chief Operating Officer at the Sutter Medical Center in Roseville and Chief Administrative Officer and Vice President, Clinical Services at the California Pacific Medical Center, Sutter Health in San Francisco. Dionne is active on other Boards, including Planned Parenthood of Northern California and CARESTAR Foundation. She is dedicated to making a difference in people's lives through her work and her commitments.

**Bob Tandler**

and his wife, Valli Benesch, are co-CEOs of Fritzi Realty, a real estate investment, management and

development firm. Bob is also an angel investor and member of The Angels' Forum. He has held board positions at numerous organizations including SPUR, SF Chamber of Commerce, AIPAC, Hebrew Free Loan Association, Jewish Family and Children's Services, and the American Conservatory Theatre. Bob and Valli recently created a Student Debt Relief Pilot Program to repay student loans for qualified teachers and educators in the local Jewish community and hope to spread that program to healthcare.

**Aaron White**

is a Principal at Vista Wealth Management with over twelve years' experience in equity compensation,

business structures, alternative investments, and tax planning. He manages Vista's San Francisco office and advises clients on a variety of investment and planning strategies. He graduated summa cum laude with a finance degree from the University of San Francisco and is a Certified Financial Planner™ professional. Before joining Vista in 2009, Aaron was a member of the consulting group at Burr Pilger Mayer. He was primarily involved with business and stock option valuation of early stage biotechnology companies.



Remembering Patrick Smith

For 15 years, Patrick Smith graced the Foundation with his visionary leadership and talent for fundraising and orchestrating major events, his sharp wit and sense of humor, and his drive to broadly engage the community in our mission. Patrick was deeply committed to the health of our community throughout his life through various causes, and was

an integral leader in supporting and fundraising for HIV/AIDS services in San Francisco and beyond. There is so much to say about Patrick's accomplishments, and yet what is most memorable was his presence. Patrick was such a generous and gracious human being, always willing to support and uplift others. He will be deeply missed.



Remembering Moses Grossman, MD

Dr. Moses Grossman, "Misha," co-founded the San Francisco General Hospital Foundation and was a passionate advocate for the well-being of children. During his 30 years at Zuckerberg San Francisco General from his roles as Chief of Pediatrics, Vice-Chair and Chief of Pediatric Infectious Diseases, and

Associate Dean, Dr. Grossman oversaw the clinical care of the city's most vulnerable children and trained generations of pediatric residents and future pediatric leaders. Misha's legacy will live on through the children he helped, the medical students he taught, the residents he trained, and the policies and institutions he created.

The families have suggested memorial donations for Patrick Smith and The Moses and Verle Grossman Fund for Children's Health be made at SFGHF.org/donate.



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Did you know?

Since 2004, the Foundation has awarded Zuckerberg San Francisco General Hospital and Trauma Center programs, initiatives, and departments nearly 500 Hearts Grants totaling close to \$12 million.

Smart giving after tax law changes

While some aspects of the tax laws have changed this year, there are still many ways for you to help those in need today in and well into the future!

Gifts today

- ♥ IRA Giving: If you are at least age 70½, you can use your retirement savings to make a gift today and still enjoy tax benefits that remain under the new tax laws. It's a great way to give in your retirement.
- ♥ Appreciated assets, such as stock or real estate, continue to give you a double benefit of avoiding capital gains tax while receiving an income tax deduction. This is still a very smart way to give.

Gifts for future generations

- ♥ Wills and Living Trusts: Including the Foundation in your will or living trust will ensure that those in need will receive help far into the future. Use the text below in your estate plans to include the Foundation in your legacy planning:

"I give and bequeath the remainder, or _____% of my estate, or \$_____, to the San Francisco General Hospital Foundation, a California nonprofit corporation (Tax ID# 94-3189424) located in San Francisco, California.

Contact **Jeremy Benjamin** at jbenjamin@SFGHF.org to learn more about how you can help today and in the future.

Stay Connected!

Please contact us with any questions, comments,
or to share your story.

We ♥ to hear from you!

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