



SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

Spring 2015 | VOLUME 14 NUMBER 3

FOUNDATION NEWS

Mark Zuckerberg and Priscilla Chan, MD Give \$75 Million to the Foundation's *Heart of Our City* Capital Campaign

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



Photo Courtesy of Peretti & Park

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

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A Letter from the Campaign Co-Chairs



Campaign Co-Chairs: Larry and Pam Baer, and Richard and Judy Guggenheim

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 Guggenheimer, 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 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

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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.



Photo Courtesy of Skyhawk Photography



Capital Campaign for
San Francisco General Hospital and Trauma Center

"We are honored that so many individuals, as well as corporate, foundation, and civic leaders, have answered the call in support of this unprecedented initiative. We welcome the involvement of the entire community. This intersection of public need and private support is one of the cornerstones of strength in our vibrant City."

— Amanda Heier, Chief Executive Officer
San Francisco General Hospital Foundation

If you are interested in supporting the *Heart of Our City* Capital Campaign or would like to learn more, please contact Molly Carter, Campaign Manager at (415) 206-3127 or mcarter@sfgfh.org.

"We look forward to continuing to work with them to support our hospital and community for generations to come."

In honor of this transformative gift, the City followed the public process required to add the donors' names to the hospital. The San Francisco Health Commission and the Board of Supervisors unanimously approved the new name and it was officially adopted on March 3, 2015 at the full hearing of the Board of Supervisors. In recognition of their generous gift, Mr. Zuckerberg and Dr. Chan's names will be added to the current hospital name to become the Priscilla and Mark Zuckerberg San Francisco General Hospital and Trauma Center.

For Goodness Sake Shop with Purpose from the For Goodness Sake Curated Hearts Collection



Photo Courtesy of Drew Altizer

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, she is providing a sustainable way for everyone to give back and support the Foundation. 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 past 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](https://www.facebook.com/ForGoodSake), Twitter @4GoodSake, and Instagram at [Instagram.com/ForGoodSake](https://www.instagram.com/ForGoodSake).

Letter from Campaign Co-Chairs

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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 Guggenheimer
Pam and Larry Baer

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



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



Treats more than
100,000 patients
annually
(approximately 1 in 8
San Franciscans)



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 Orthopaedics



Largest acute and
rehabilitation hospital
for psychiatric
patients in San
Francisco

TREATS
1 IN 8
SAN
FRANCISCANS
ANNUALLY

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



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



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.



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@sfgfhf.org.

HEROES & HEARTS™

HEARTS After Dark™

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



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

Thank You to Our Generous Sponsors

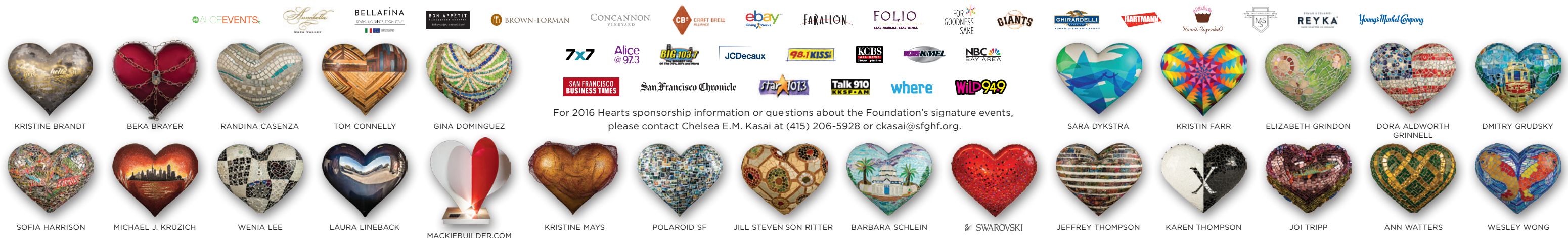


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For 2016 Hearts sponsorship information or questions about the Foundation's signature events, please contact Chelsea E.M. Kasai at (415) 206-5928 or ckasai@sfgfhf.org.

View Event Photos
[Facebook.com/SFGHFoundation](https://www.facebook.com/SFGHFoundation)

Photos Courtesy of Drew Altizer



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GENERAL HOSPITAL
FOUNDATION

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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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We ❤️ to hear from you!

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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.