

# ANNUAL REPORT

JULY 2020-JUNE 2021



SAN FRANCISCO  
GENERAL HOSPITAL  
FOUNDATION

## A MESSAGE FROM THE CEO



I am delighted to share San Francisco General Hospital Foundation's Fiscal Year 2021 Annual Report, encompassing some of our activities from July 1, 2020, through June 30, 2021.

When I joined the San Francisco General Hospital Foundation in June 2020, I knew I was stepping into a challenging role at a critical time—but even then, we didn't yet realize just how transformative this period would be. In the depths of the COVID-19 pandemic and amid a national reckoning with racial injustice, our Foundation played a vital role in Zuckerberg San Francisco General Hospital's response to

the need for radical change. To navigate this unprecedented period with our staff and donors was a profound privilege.

Over its almost 30-year history, the Foundation has made the hospital nimble. With your support, we have provided the essential investments needed to advance innovation in patient care and help bring the very best health care to all of San Francisco.

I am so proud of how our community of supporters has allowed the Foundation to stand behind those on the frontlines. Through Hearts Grants, the Transform Mental and Behavioral Health Fund, Equity SEEDs Grants, and of course, the COVID-19 Fund, we stood with our staff through the most challenging moments of the pandemic.

Public health is a part of my family legacy. I was raised to believe that the provision of equal access to excellent health care is truly the first and most fundamental step toward equity. My first year with the Foundation has given me the opportunity to act on this legacy of service, and for that, I am deeply grateful.

I look forward to building upon the incredible momentum we have created this year. Together we are transforming public health in our community and building a stronger and more equitable San Francisco.

I hope you enjoy seeing how your support has made a difference in the lives of the thousands of people who seek treatment at Zuckerberg San Francisco General Hospital each year. Thank you.

In gratitude,

*Kim Meredith*

Kim Meredith, Chief Executive Officer



# Everyone deserves access to exceptional health care.



Under the leadership and guidance of Kim Meredith, its new Chief Executive Officer, and working in close partnership with ZSFG, SFGHF saw great strides in organizational identity and strategic planning in its most recent fiscal year. The organization was able to merge its significant and often complex goals into a singular, overarching vision: “Everyone deserves access to exceptional health care.” The entire SFGHF staff collaborated to identify the core values that should be embedded in all of its work: equity, caring, collaboration, commitment, community, and trust.

And perhaps the most significant accomplishment was the adoption of a new mission statement—the guiding light for every nonprofit organization.

SFGHF’s new mission statement highlights its commitment to support the evolving needs of ZSFG:

**“The San Francisco General Hospital Foundation supports and funds excellence in patient care and innovation at Zuckerberg San Francisco General Hospital and Trauma Center (ZSFG) because we believe in equity, access, and quality health care for all.”**

# STAFF UPDATES

The past year brought significant developments to the staff of the San Francisco General Hospital Foundation.



**Kim Meredith** brings decades of leadership and fundraising experience as Chief Executive Officer at the San Francisco General Hospital Foundation. She recently left a successful 11-year career at Stanford PACS to come to SFGHF in June 2020. Kim acts as the chief strategist, fundraiser, and advocate, overseeing every aspect of the Foundation and working closely with the Board of Directors and Dr. Susan Ehrlich, CEO of ZSFG. For Kim, leading the Foundation was an opportunity to connect to her father's lifetime of service as an immigrant physician providing health care to those in need.



**Rebecca Schuett** joined San Francisco General Hospital Foundation as its new Chief Development Officer in September 2020, bringing with her more than 18 years of Bay Area philanthropy experience. Prior to the Foundation, Rebecca worked as Chief Philanthropy Officer at the California Academy of Sciences. With a passion for health equity and access to health care for all, Rebecca uses her expertise in fundraising strategy, leadership and staff development, and relationship-building in service of the most vulnerable members of the San Francisco community.

In addition to these key leadership roles, the Foundation welcomed two additional staffers to our growing team in Fiscal Year 2021. We look forward to all we will accomplish together in Fiscal Year 2022!

## HEARTS IN SF 2021

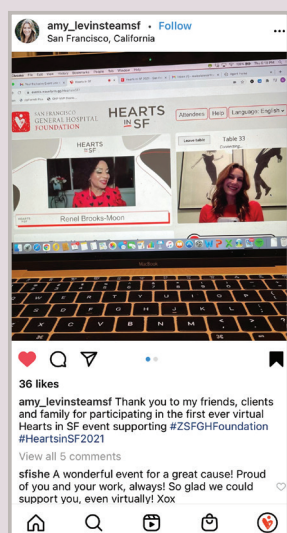
In 2021, the Foundation took on the challenge of taking our signature event, Hearts in SF, from the big tent at the ballpark to the small screen. While the energy of a lively gathering under the tent would be

lost, the events team took this as an opportunity to bring this intimate affair to our entire community.

Hearts in SF 2021 was free and open to all, thanks to the continued support of our sponsors. The event was hosted live on a digital platform, allowing attendees to hear the amazing stories of perseverance and compassion from the comfort of their own homes.

Emceed by Renel Brooks-Moon, over 1,200 friends of the Foundation gained access to special performances by Bob Weir, messages of gratitude from Tony Bennett and Carlos Santana, as well as exclusive insight into the hospital's response to COVID-19.

The night was an overwhelming success, with 25 Heart Sculptures auctioned and countless donors raising a virtual paddle in support of San Francisco's public hospital, ZSFG.







## Vaccinating Our City

Over the short span of the COVID-19 pandemic, local governments and health centers have responded to an ever-changing threat with equal flexibility and creativity. At ZSFG, the ability to stay nimble and innovate saved lives. With the support of an integrated city-wide response, hospital CEO Dr. Susan Ehrlich and her team acted fast—erecting testing tents, joining early-stage treatment trials, and finding new ways to continue to provide exceptional health care.

From the first patients admitted to ZSFG to today, the Foundation has seen our community of supporters step up in unimaginable ways. Mere days into the pandemic saw the start of the COVID-19 Fund, which continued to receive support, both large and small, throughout the year. This Fund allowed ZSFG to reimagine what safely caring for patients could mean. Personal Protective Equipment was purchased at a time when there were so many unknowns. Staff redesigned patient rooms to keep each other safe. Clinics were set up in parking lots to limit time in close quarters. And an entire telehealth system was designed seemingly overnight, keeping our most vulnerable patients connected to care from the safety of their own homes.

As waves of the pandemic shifted the focus from shelter-in-place to healing our city, the COVID-19 Fund supported needs outside the hospital walls. Families combatted food insecurity with access to

pantries right in the clinic. Patients were sent home with supplies to aid in their recovery from COVID-19. Immunocompromised patients traded public transportation for hospital-subsidized taxi rides.

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Vaccinations proved to be the most significant test of innovation and equity for ZSFG. After inoculating the first five health care providers in San Francisco, the hospital's response to COVID-19 became two-fold—designing safe vaccination sites for San Francisco Health Network members while continuing to treat COVID patients in critical care. And the COVID Response Team was triumphant in both. By July 2021, ZSFG had vaccinated 10,000 essential health care workers and administered nearly 130,000 shots to San Franciscans.

The public health response to the pandemic continues to shift to meet the needs of our community. From trials to testing to vaccinations, ZSFG has remained central to caring for and preventing this disease. The Foundation was proud to stand alongside the team on the frontlines every step of the way.

## 2020 HEARTS GRANTS: AN EYE TOWARDS EQUITY AND INNOVATION

For nearly 20 years, the Foundation has given direct support to programs at ZSFG through Hearts Grants. Born out of a history of providing comfort and care to patients at our city's public hospital, the Hearts Grants remain at the core of the Foundation's role in supporting ZSFG.

In 2020, amid a global pandemic and a much-needed spotlight on the need for racial justice, the Foundation asked hospital staff—how can we support you and your patients during this unprecedented year?

What resulted was over \$250,000 in grants addressing equity and innovations in how we deliver care. The 2020 Hearts Grants took on the challenge of evolving the way we provide health care despite COVID-19.



### PANDEMIC RESPONSE

Health care teams proved how vital whole-person care is to health and wellness this year. Food and essential supplies, safe transportation, COVID-19 home recovery kits, and community mental health services ensured that ZSFG patients found aid for more than just their symptoms.



### EQUITY

As a public hospital, ZSFG commits itself year after year to delivering health care that is centered in equity while recognizing that we can always do more. This year, several programs took this opportunity to redesign patient education with a more significant focus on culturally-competent materials and support systems. Others focused on ensuring the people behind our compassionate health care saw the call for equity reflected in their internal teams.



### INNOVATION

Programs at ZSFG uniquely take innovation out of the lab and into the community. Teams looked outside of our hospital to deliver care in partnership with organizations embedded in the community. Ways to better serve patients through empowerment were realized into permanent changes to how we provide health care—sending clients home with the tools to manage their own health and increasing access to resources in their native languages.





## Transform Mental & Behavioral Health Fund

Throughout its nearly 150-year history, ZSFG has always been on the front lines of the mental health crisis in San Francisco, providing a solid safety net and compassionate care while leading the charge for innovative mental and behavioral health treatments. That's why the Foundation launched the Transform Mental & Behavioral Health Fund in 2019. This initiative is designed to develop innovative therapies, reinvent outdated approaches to care delivery and improve patients' mental health at ZSFG.

This last year, the interdisciplinary team behind the Transform Fund embarked on this journey to redefine care. With shared goals and processes, the six programs are now working together like never before. By pooling expertise and resources, not only will this group make a significant impact on this critical issue facing our community, but our patients will reap the

benefits of a more robust, more integrated health care system.

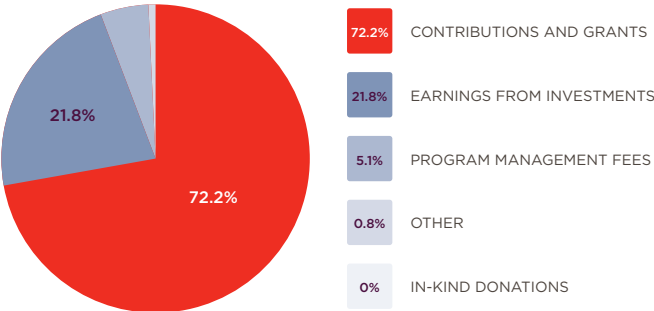
Real change will be a long process for an issue as complex as the mental health crisis our city is facing. But in just a few short years, we have seen significant strides toward a unified mental and behavioral health system at ZSFG, thanks to the teams behind the Transform Fund.

**ZSFG has always been on the front lines of the mental health crisis in San Francisco, providing a solid safety net and compassionate care.**

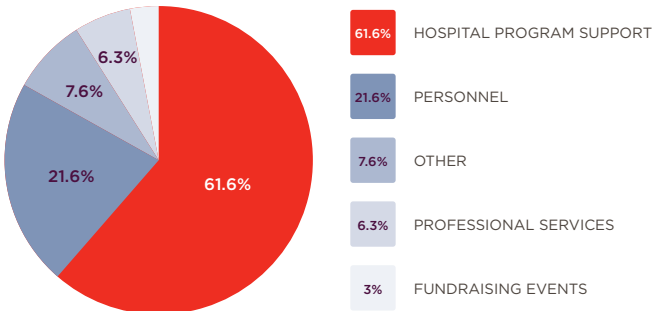
# FINANCIALS

JULY 1, 2020–JUNE 30, 2021

## REVENUE SOURCES



## FUND EXPENSES



Despite the hospital's affiliation with the city, we remain reliant on private contributions to bring our mission to life and contribute to the transformative work happening daily at ZSFG. Thank you for your support.



## THANK YOU

The San Francisco General Hospital Foundation is grateful for our generous donors. Your contributions support high-impact, sustainable initiatives and excellence at Zuckerberg San Francisco General Hospital and Trauma Center.

To see a complete list of our FY21 donors, visit [sfghf.org/grateful](https://sfghf.org/grateful)

*Left: The first people in San Francisco to receive the COVID-19 vaccine were ZSFG health care workers, December 2020.*



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