



# DONOR IMPACT REPORT

Fiscal Year 2022 | January, February, March 2022



SAN FRANCISCO  
GENERAL HOSPITAL  
FOUNDATION



In the nearly two years I've served as CEO of the Foundation, I am continually amazed by all that has been accomplished at our city's public hospital, Zuckerberg San Francisco General Hospital and Trauma Center. Despite a global pandemic, health care continues to happen here. And as many of you who joined us at Hearts in SF 2022 know, at the true heart of this work is our dedicated team of doctors, nurses, janitors, carpenters, chaplains, and support staff that believe in compassionate health care for all San Franciscans.

This year's event was an inspiring opportunity to come together and shine a light on the unsung heroes of the hospital. It was also a celebration of the community of supporters that makes our work possible—from our founding members who formalized the Foundation nearly 30 years ago to today. With the return of the Heroes & Hearts awards this year, we saw so clearly the impact that the ZSFG community has on health equity and innovation both locally and around the world.

Looking ahead, we hope you will join us in continuing to honor these health care heroes by celebrating National Doctors' Day, taking place on Wednesday, March 30. Find more information on National Doctors' Day, and how you can show your appreciation, on page 2 of this Donor Impact Report.

On behalf of the Foundation Board of Directors and staff, we are so grateful for your continued investment in public health. Thank you.

*Kim Meredith*

Kim Meredith, Chief Executive Officer

# Staff Updates

Recent months have brought new additions to the staff of the San Francisco General Hospital Foundation.



**Saeed Mirfattah** is the first **Chief of Staff** to the Foundation's CEO and provides additional support to the Board of Directors and Leadership Team. With 30 years in executive leadership roles with cumulative experience in health care, education, philanthropy, and the consulting industries, Saeed will manage strategic initiatives and the operational rhythm of the Foundation, launch and scale new cross-systems initiatives, and support excellence in patient care and innovation at Zuckerberg San Francisco General Hospital and Trauma Center.



**Paul Rose** has joined the SFGH Foundation as its new **Chief External Relations and Communications Officer**. Paul's previous roles include partner at Lighthouse Public Affairs and chief spokesperson at the San Francisco Municipal Transportation Agency. He also served as the communications director for Oakland Mayor Ron Dellums, managed communications for the American Red Cross Bay Area, served as deputy press secretary for the NYC Department of Education under Mayor Michael Bloomberg, and as an assistant press secretary for CA Governor Gray Davis.

## Doctors' Day March 30



**March 30 is National Doctors' Day, a day to recognize and celebrate the dedicated physicians who selflessly serve our community. At Zuckerberg San Francisco General Hospital and Trauma Center (ZSFG), our doctors are the key to equitable public health and healing in our community, and we want to thank them in a BIG way.**

The past two years have taken a toll on our beloved health care heroes. They have remained nimble and responsive through COVID-19 variants and surges while tending to the unceasing everyday health

concerns that cause 1 in 8 San Franciscans to seek treatment at ZSFG each year.

**With every new challenge, ZSFG's doctors maintain their commitment to keep our community safe. Can we count on your help to thank them?**



Between March 28 and March 30, look for email and social media posts inviting you to honor the exceptional physicians at ZSFG by *making a gift*. Your donation of any size will provide our doctors with the tools, resources, and equipment they need most. Make a gift by March 30 in honor of National Doctors' Day for a chance to win Under the Ivy, Entrance to a *Secret Garden* mini heart sculpture (pictured) by artist Sophia Lee. It's our small way of saying thank you to YOU.

# Hearts in SF Event Honors Health Care Heroes and Raises \$2M



**The Foundation was thrilled to have more than 1,000 registered guests for the 2022 Hearts in SF Virtual Gala and to raise \$2 million to support San Francisco's beloved public hospital and only Level 1 trauma center!**

Hosted by KQED's Priya David Clemens live from Oracle Park, this year's virtual celebration was broadcast to homes across the Bay Area and beyond, honoring our health care heroes and raising critical funds for Zuckerberg San Francisco General Hospital (ZSFG).

Guests heard from leading doctors, including Heroes & Hearts Award winners Geoffrey Manley, Neil R. Powe, and Malini K. Singh, and the Unsung Heroes awardees at the hospital, including the Environmental Services unit (Sarah Lew and Francisco Saenz); the Facilities Services unit (Greg Chase, Alexander Quinn, and AJ Singh); the Sojourn Chaplaincy and Spiritual Care Department (including Claire Bohman and Monica Moore); and ZSFG's Med-Surg nurses, represented by Terry Dentoni and Chinelo Amah.

Dr. Priscilla Chan, in an open and heartfelt conversation with SFGHF's CEO Kim Meredith, inspired all to invest in public health as she shared her personal experience as a child of immigrants and what motivated her to become a physician. Speaker Nancy Pelosi and Mayor London Breed also spoke about the invaluable role that ZSFG plays in supporting the health and well-being of the San Francisco community. Dr. Sam Hawgood, Chancellor of the University of California,

San Francisco, Dr. Susan Ehrlich, CEO at ZSFG, and SFGHF Lifetime Board Director Judy Guggenheim helped celebrate the legacy of Dr. Sue Carlisle, who is retiring as the Vice Dean of the UCSF School of Medicine at ZSFG later this year.

The \$2 million raised through Hearts in SF 2022 surpassed the fundraising total from last year's event, in large part thanks to our generous lead sponsors, including Presenting Sponsor Enlight Foundation; Principal Sponsor Bank of America; Platinum Sponsors Steven and Diana Strandberg, California Health Care Foundation, and UCSF; Gold Sponsors BMO Financial Group, the Stanley S. Langendorf Foundation, Elizabeth Osterman and John Ricciello; and many others.

A recording of the event is available at:  
[sfghf.org/hearts-in-sf-2022-live](https://sfghf.org/hearts-in-sf-2022-live)

This year showcased a *stunning array of Hearts*. Large Hearts are now displayed in Union Square for the enjoyment of all.

*"Hearts in SF celebrated 18 years and the unique attraction for the event has been the Heart sculptures. Hearts in SF is not only iconic to the San Francisco Bay Area but is one of the most widely recognized public art projects in the country. This year stands out for the artists' stunning focus on interconnectedness and storytelling—these hearts, through their themes and designs, really illustrate the strength and resilience of our San Francisco community."* —Kim Meredith

# A Tribute to Nancy Bechtle



The Foundation family was saddened to learn of the passing of Nancy Bechtle, a longtime supporter of the Foundation and the heart and soul behind Hearts in San Francisco.

A consummate supporter of the arts and a pillar of the philanthropic community in San Francisco, Nancy found new ways to raise funds for vital programming in her hometown. In 2002, Nancy was asked by friend

Ellen Magnin Newman to join her in designing what would become the Hearts in San Francisco project.

Inspired by public art in Chicago, as well as Tony Bennett's signature song, "I Left My Heart in San Francisco," over the next two years Nancy and Ellen recruited 131 artists to design large heart sculptures that would decorate the city center and bring color and life to San Francisco. Raising \$3 million in its first year alone, Nancy's legacy lives on as the Hearts in San Francisco project celebrates its 18th year, having cumulatively raised an impressive \$12 million in support for the compassionate and innovative programs at ZSFG through the auction of more than 500 heart sculptures.

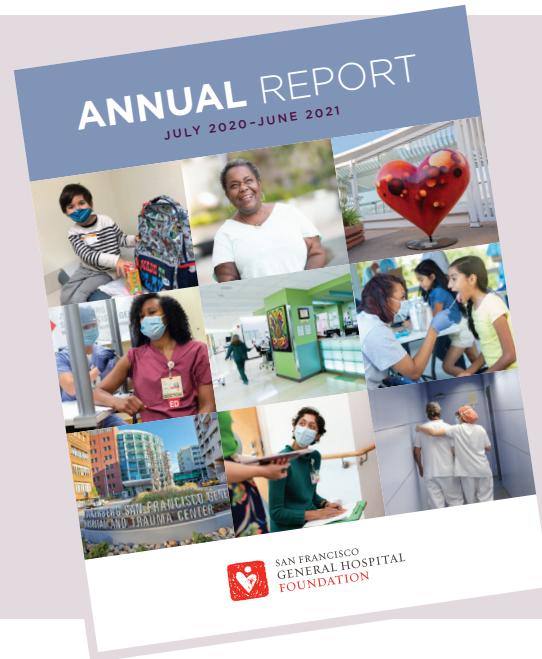
A fifth-generation San Franciscan, Nancy's multi-generational history with the city made this project extremely special to her. Nancy's leadership and participation created a lasting impact on the landscape of San Francisco.

## Your Support in Action

Donor support enables all that we do, including advancing community wellness through lifesaving and life-affirming care, pioneering new methods and models of treatment, and educating the next generation of dedicated health care providers.

This is all because of supporters like you.

**If you haven't reviewed it already, we invite you to enjoy the SFGH Foundation Annual Report for Fiscal Year 2021.**



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