

ANNUAL REPORT

JULY 2021-JUNE 2022



SAN FRANCISCO
GENERAL HOSPITAL
FOUNDATION

A MESSAGE FROM THE CEO



It is with heartfelt gratitude that I present the San Francisco General Hospital Foundation's Fiscal Year 2022 Annual Report, highlighting key activities from July 1, 2021 through June 30, 2022.

This year has once again tested the vital importance of a strong public health system. Under the leadership of its CEO Dr. Susan Ehrlich, Zuckerberg San Francisco General Hospital and Trauma Center (ZSFG) has stood at the forefront of the City's response to caring for every San Franciscan. This year brought Monkeypox (MPX) as well as a 'tripledeemic' of the flu season, Respiratory Syncytial Virus (RSV), and the sixth surge of COVID-19. With each new challenge, the team at ZSFG

acted swiftly, devising new protocols to provide compassionate, equitable treatment. We are proud to be their philanthropic partner.

Whether responding to more extensive disasters like earthquakes, wildfires, the latest pandemic, or providing day-to-day care, our hospital continues to answer the call. Recently, the nation turned its eyes to ZSFG as it treated then-Speaker Pelosi's husband Paul Pelosi after the brutal attack he suffered in their home. We join countless others in expressing gratitude for the exceptional trauma care he received.

We have also seen tremendous growth at the Foundation this year. After five years of dedication, Board Chair John Bell passed the gavel to Janis MacKenzie. I am honored to have her as my partner, contributing her thoughtful counsel as we look ahead along with the commitment of the full Board of Directors.

ZSFG has stood as a beacon of hope and health for generations of San Franciscans. This year, ZSFG marked an historic milestone—**150 years of care for all**, delivering on the promise of health equity and access through population booms, natural disasters, and public health crises. This is an incredible achievement and investment in public health that has stood the test of time. We are thrilled to come together once again for the culmination of this year-long celebration at Hearts in SF 2023. A once-in-a-generation opportunity, this special anniversary event will take place at San Francisco City Hall on February 9, 2023. On behalf of the Foundation, I look forward to coming together again in-person to honor our past, present and future as we invest in the next 150 years of care.

The Foundation's work to support ZSFG at every turn would not be possible without your commitment and contributions. We are continually grateful for your partnership to ensure that ZSFG has the resources it needs to provide quality care.

With gratitude,

A handwritten signature in black ink that reads "Kim Meredith". The script is fluid and cursive.

Kim Meredith, Chief Executive Officer

CHANGES TO THE SFGHF BOARD



Janis MacKenzie is the new Board Chair at the Foundation. For more than 30 years, Janis has led a successful marketing and communications agency that

helps organizations and individuals communicate with customers, employees, media, influencers, and the broader community. An active member of the Bay Area business community, Janis is a current board member and past Chair of the San Francisco Chamber of Commerce, where she advocates for attracting, developing, and retaining businesses in San Francisco and the region. She also serves on Wells Fargo's Community Advisory Board, and the board of the British-American Business Council and is a member of the International Women's Forum. Previously, she chaired the Saint Francis Foundation and served on other regional nonprofit boards, including SPUR, SF Travel, United Way, and the Fort Mason Foundation. "I am honored to support Zuckerberg San Francisco General Hospital and Trauma Center's vital work as SFGH Foundation Board Chair," she shared. "Our community can only truly thrive when health equity, access, and quality health care for all are centered."

SFGH Foundation also welcomed four new individuals to its Board of Directors this year:

Dr. Maria Ansari, a cardiologist, is the physician in chief and chief of staff for Kaiser Permanente, San Francisco Medical Center, where she oversees the outpatient and inpatient care delivery in an integrated health care model for a population of over 240,000. She serves on the board for The Permanente Medical Group, the largest physician led medical group in the country. Maria completed her cardiology fellowship at UCSF where she remains an assistant clinical professor of medicine.

Dr. Elena Fuentes-Afflick, a pediatrician and epidemiologist, has been a UCSF faculty member since 1993 and is Professor and Vice Dean for the UCSF School of Medicine at Zuckerberg San Francisco General Hospital. In addition to her faculty responsibilities, Dr. Fuentes-Afflick served as Chief of Pediatrics at Zuckerberg San Francisco General from 2009-2022 and as Vice Dean for Academic Affairs in the School of Medicine from 2012-2022. She has served in several important national leadership roles, including President of the Society for Pediatric Research, President of the American Pediatric Society, and service on the Council of the National Institute for Child Health and Development.

Indu Navar has more than two decades of experience in founding and leading software companies and taking them through successful exits, strategic partnerships and mergers and acquisitions. Indu started her career at NASA and went on to several successful technology companies including Healtheon (WebMD), Silicon Graphics, and Black and White Software (Segue). She then served as Managing Director at Woodside Capital Partners, where she advised software companies on strategic financing transactions. Currently, Indu serves as CEO and Founder of EverythingALS, a patient-focused non-profit bringing technological innovations and data science to support people with ALS.

Candace Sue is head of Academic Relations at Chegg, Inc., where she works to develop relationships with the academic community to further online education and academic integrity. Her career has spanned multiple sectors, including higher education, transportation, pharmaceuticals, consumer products, and banking. Candace is formerly the Associate Vice President of Communications at the University of California, Office of the President, Director of Communications and Marketing at San Francisco Municipal Transportation Agency (SFMTA), where she led the Communications Division and served on the executive leadership team and Director of Corporate Branding and Integrated Programs at Pfizer.



We Are You Campaign

Recognizing the importance of public health messaging reaching beyond the clinic walls, the Foundation was proud to support a group of Emergency Medicine doctors and nurses in their efforts to build trust and speak directly to the communities they serve. With the help of Black-owned media firm 510 Media, the We Are You campaign was born, encouraging Black communities in the Bayview-Hunters Point neighborhood to find

their own 'why' for getting the COVID-19 vaccine. Stressing the importance of coming together as a community, this campaign featured local community leaders sharing their own message, amplifying not only public health information, but also a dedication to protecting the lives of Black, Latino, and Asian Pacific Islander communities that call the Bayview home.

Learn more by visiting the [We Are You YouTube channel](#).

HEARTS IN SF 2022



In 2022, the Foundation was thrilled to have more than 1,000 registered guests for the Hearts in SF Virtual Gala, which raised \$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, the virtual festivity 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). The event celebrated heroes past and present, including the return of the Heroes & Hearts awards, presented to ZSFG staff, and a tribute to Nancy Bechtle, a renowned champion



of the Hospital. Dr. Priscilla Chan, in an open and heartfelt conversation with SFGHF CEO Kim Meredith, inspired all to invest in public health.

The 2022 Hearts in San Francisco sculptures made their own mark in 2022. For the first time ever, all 20 Heart sculptures were on display together at the San Francisco Ferry Building Marketplace for the month of February. Each Heart was available in the Hearts in SF 2022 auction, raising critical funds in support of public health at ZSFG.

This year, we are thrilled to come back together in person for Hearts in SF 2023.



HEARTS IN SF 2023

Thank you to all who joined us on Thursday, February 9, 2023 at the iconic San Francisco City Hall to celebrate an important milestone—Zuckerberg San Francisco General Hospital and Trauma Center's 150th year of providing exceptional patient care for all San Franciscans. An evening filled with tributes to this impressive 150-year legacy.

To see highlights of the night, visit heartsinsf.org.

A Champion for Children



The Foundation lost a champion with the passing this year of Tom Rohlen, whose extraordinary generosity had a profound impact on the lives of children and families in San Francisco. Perhaps no single project is as big a testament to Tom's passion, vision, and generosity as Solid Start, which he supported beginning with its inception in 2015.

Tom's vision for this innovative program was to connect and strengthen the systems that serve the vulnerable pregnant people, families, and young children at Zuckerberg San Francisco General Hospital and Trauma Center (ZSFG) and in the greater community of San Francisco. His deep philanthropic support, matched only by the gift of his time and his expertise, enabled Solid Start to evolve into a model program.

Tom will be remembered for his meticulous attention to detail, his deep understanding of the science of child development, and his passion for social impact, and we at the Foundation will miss him most for his humanity, kindness, and generosity of spirit.

In late 2021, ZSFG hosted its semiannual Solid Start Partner Summit. The event was hosted by Dr. Melanie Thomas, the Director of Solid Start and a psychiatrist who focuses her clinical and research efforts on developing, implementing and evaluating holistic care for pregnant and post-partum people to address their complex psychosocial needs.

Attendees of this virtual event learned why early intervention matters and just how ZSFG is meeting the needs of its pregnant patients and families with children age three and under. With a focus on the patient experience, how integrated programs lead to better patient outcomes, and our collective impact, these summits are a great way to learn more about how to remove barriers to a healthy life. Stay tuned for information on how to attend our next Solid Start virtual event.

Make a gift to support Solid Start in memory of Tom:
sfghf.org/donate

UCSF School of Medicine Welcomes New Vice Dean, Elena Fuentes-Afflick



In May, Dr. Sue Carlisle retired as Vice Dean of the UCSF School of Medicine after more than 40 years at UCSF. As Vice Dean, Dr. Carlisle's

accomplishments included tireless advocacy on behalf of the UCSF faculty at ZSFG; steering the faculty through unprecedented changes in departmental and School of Medicine leadership; establishing warm working relationships with colleagues within the ZSFG administration, at the San Francisco Department of Public Health, and at the SFGH Foundation; and leading the UCSF participation in the rebuilding of Zuckerberg San Francisco General Hospital and the construction of the Research Building at ZSFG.



Elena Fuentes-Afflick, MD, MPH is the new Vice Dean of the UCSF School of Medicine at ZSFG. Dr. Fuentes-Afflick is a professor and vice-

chair of pediatrics at UCSF and chief of pediatrics at ZSFG. As a result of her appointment as the new Vice Dean, Dr. Fuentes-Afflick has also joined the Board of Directors of the San Francisco General Hospital Foundation—her profile can be found one page 3 of this report.

Staff Updates

This year brought changes to the leadership team at 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 and 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.

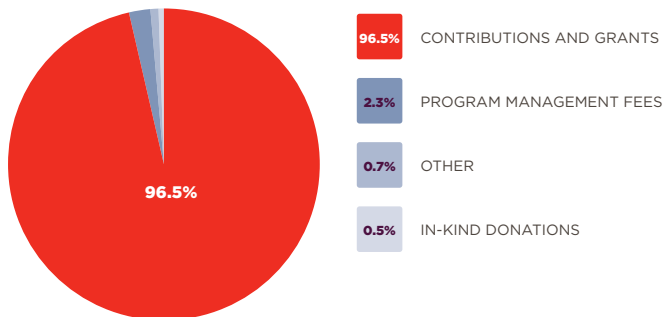


Paul Rose joined the SFGH Foundation as its new **Chief External Relations and Communications Officer**. Paul's previous roles include partner at Lighthouse Public Affairs and chief spokesperson at the San Francisco Municipal Transportation Agency. He also served as the communications director for Oakland 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 California Governor Gray Davis.

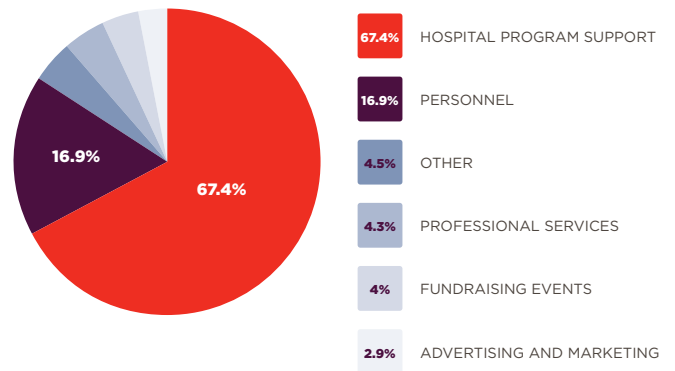
FINANCIALS

JULY 1, 2021-JUNE 30, 2022

REVENUE SOURCES



FUND EXPENSES



Revenue sources exclude investment gains/losses. The complete *SFGHF Audited Financial Statement for Fiscal Year 2022* can be found on our website.



THANK YOU

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

To see a complete list of our FY22 donors, visit sfghf.org/grateful



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