

# HEROES & HEARTS

The **HEROES & HEARTS** event was created as a way to continue unique fund-raising by coupling compassionate community involvement and a positive nurturing of artistic expression, initially introduced by *Hearts in San Francisco* in 2004.

Co-Chaired by Larry Baer and Rich Guggenhime, the **HEROES & HEARTS** luncheon will be held Thursday February 11, 2010 at Union Square. As a sponsor, you join the SFGH Foundation in a celebration that not only benefits a very worthy cause, but also honors community heroes and local artists. Last year's luncheon sold out with nearly 800 guests in attendance, and received extensive media coverage.

**HEROES & HEARTS** is two celebrations in one. The first pays tribute to community heroes who have displayed exceptional and inspirational behavior in their daily lives. The second celebration spotlights prominent local artists through the creation of one-of-a-kind Hearts they design. **HEROES & HEARTS** reaches multifaceted segments of the population over several months and the Hearts have become an icon of The City.

San Francisco General Hospital Foundation is the beneficiary of **HEROES & HEARTS**. The Foundation's sole purpose is to fund San Francisco General Hospital and Trauma Center programs that enhance patient care and comfort. The Hospital operates the only Level I Trauma Center for 1.5 million residents and commuters in San Francisco and northern San Mateo County, and provides a full complement of inpatient, outpatient, emergency, skilled nursing, diagnostic, mental health, and rehabilitation services for adults and children, regardless of their ability to pay. It is the largest acute inpatient and rehabilitation hospital for psychiatric patients in the city. Additionally, it is the only acute hospital in San Francisco that provides twenty-four hour psychiatric emergency services. In addition to providing patient care, over 130 UCSF physicians and Ph.D. scientists conduct research in more than 20 general topical areas based at SFGH.

Past major event sponsors include (partial listing):

<b>AT&amp;T</b>	<b>Intel Corporation</b>
<b>MacFarlane Partners</b>	<b>Visa Inc.</b>
<b>Wells Fargo</b>	<b>The Mary Wohlford Foundation</b>
<b>Webcor Builders</b>	<b>The Stanley S. Langendorf Foundation</b>
<b>Jacobs Engineering</b>	<b>Kaiser Permanente</b>
<b>McKesson Foundation</b>	<b>Avon Products, Inc.</b>
<b>Charles Schwab &amp; Co, Inc.</b>	<b>San Francisco Giants</b>
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<b>Pacific Gas &amp; Electric Co.</b>	<b>Schiff Harden LLP</b>

For questions, please contact Katie Moe, Director of Special Events, [kmoe@sfgfh.net](mailto:kmoe@sfgfh.net) or (415) 206-5928.



A project benefiting the San Francisco General Hospital Foundation

2789 25th Street, Suite 2028, San Francisco, CA 94110  
415.206.4478 Tel • 415.206.5965 Fax • [www.sfgfh.net](http://www.sfgfh.net)

# HEROES & HEARTS

## 2010 Sponsor Packages

	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000
One VIP table for Ten (10)	YES	YES	YES	YES	YES
Lunch & Wine	YES	YES	YES	YES	YES
Opportunity to own Table Top or Large Heart	YES	YES			
Logo on Sponsorship Plaque of Large Heart (on public display Feb - Sept)	YES	YES			
Opportunity for Company Rep to be Involved in Presentation at Luncheon	YES	YES			
Company Logo on Banner at Luncheon	YES	YES	YES		
Company Listed on Banner at Luncheon				YES	
Logo exposure in all in-kind advertisements in Print Media	YES	YES	YES		
Sponsor Logo on window screening in Macy's Union Square store for 2 weeks prior to Luncheon	YES	YES			
Sponsor Listing on Save the Date cards	YES	YES	YES		
Sponsor Logo on Invitation	YES	YES	YES		
Sponsor Listing on Invitation				YES	
Logo in Program	YES	YES	YES		
Listing in Program				YES	YES
Logo in Video	YES	YES			
Sponsor mention in press releases	YES	YES	YES		
Logo on SFGH Foundation website	YES	YES	YES	YES	
Listing on SFGH Foundation website					YES
Corporation publicly thanked at Luncheon by Co-Chair/s	YES	YES	YES		
Opportunity to include Company items and/or literature in Gift Bags	YES	YES			
Opportunity to host pre-launch cocktail party	YES	YES			
Photo Opportunity at Luncheon	YES	YES	YES	YES	YES
Opportunity for your company to offer "Day of Volunteerism" at SF General Hospital	YES	YES	YES		

# HEROES & HEARTS

Luncheon Thursday, Feb. 11, 2010 ♥ Union Square, San Francisco  
2010 SPONSOR COMMITMENT SHEET

Sponsor Level: (Please check one)

\$100,000       \$50,000       \$25,000       \$10,000       \$5,000

Sponsor Name (as you wish it to be listed)

Contact Name

Street, City, State, and Zip

( ) \_\_\_\_\_  
Phone

( ) \_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

Please make all checks payable to: SFGH Foundation  
c/o Heroes & Hearts  
PO Box 410836  
San Francisco, CA 94141-0836

Credit Card Payment:  VISA -OR-  MasterCard

Name on Card

Billing Address (if different than above)

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Yes, I / We wish to donate our Table of 10 seats back to SFGH Foundation.

### Listing Deadlines:

Save the Date – October 2009

Invitation – December 2009

Program – January 2010

Banners - January 2010

Advertisements - Rolling

*San Francisco General Hospital Foundation is a 501 (c) 3 non-profit organization. Tax ID #94-3189424 For questions, please contact Katie Moe, Director of Special Events, (415) 206-5928 or kmoe@sfgfhf.net*



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415.206.4478 Tel • 415.206.5965 Fax • www.sfgfhf.net

**Your support of Heroes & Hearts helps fund programs at San Francisco General Hospital and Trauma Center which provide humanistic, cost-effective, and culturally competent health services to the residents of the City and County of San Francisco, including:**

**VOCATIONAL REHABILITATION PROGRAM** provides stipended jobs for psychiatric clients to learn meaningful skills, and provides structure and support to help them thrive in the community.

**HIV PATIENT EDUCATION PROGRAM** to empower 3,000+ patients to increase health literacy, improve clinical outcomes & reduce hospital admissions. Renovations to improve patient capacity and improve therapeutic environment.

The relocation of the **URGENT CARE CENTER** to better serve patients of every clinical service on the SFGH campus.

Establishment of a **LYMPHEDEMA EDUCATION & REFERRAL PROGRAM** at the Avon Comprehensive Breast Center.

The purchase of a new **NEWBORN HEARING MACHINE** for the Infant Care Center.

**SURGICAL TELEMEDICINE EDUCATION** to broadcast live intra-operative training which will improve patient care, resident training and increase the educational course capacity at SFGH.

**MEDICAL-LEGAL PARTNERSHIP**, a joint effort of SFGH's Pediatrics Department and Bay Area Legal Aid that provides proactive legal assistance for children of low-income families.

**CENTER FOR VULNERABLE POPULATIONS** to develop interdisciplinary, patient-centered strategies to deliver better care and health education to prevent chronic diseases and promote healthy communities.



# San Francisco General Hospital Foundation

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DISTRICT DIRECTOR  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: DEC 1 1998

Employer Identification Number:  
94-3189424  
DLN:  
17053297728048  
Contact Person:  
D. A. DOWNING  
Contact Telephone Number:  
(877) 829-5500  
Our Letter Dated:  
December 1993  
Addendum Applies:  
No

SAN FRANCISCO GENERAL HOSPITAL  
FOUNDATION  
PO BOX 410836  
SAN FRANCISCO, CA 94141-0836

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

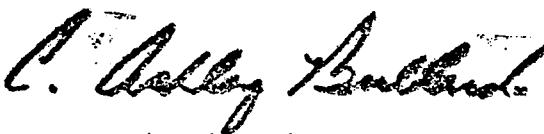
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



District Director