

# THE SAN FRANCISCO GENERAL HOSPITAL FOUNDATION NEWS

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Summer 2004

## The beat goes on for Hearts in San Francisco

**W**ith the generous support of more than 90 benefactors and the vibrant contributions of 130 artists, the Hearts in San Francisco public art project is creating a lively new presence in our City.

Combining compassionate community involvement and artistic expression to benefit the SFGH Foundation, this unique celebration has placed colorful, five-foot heart sculptures in more than 40 locations around the City. The hearts will be auctioned live and online in November. The San Francisco General Hospital Foundation will receive all auction proceeds.

“We are thrilled that the Foundation is the beneficiary of Hearts in San Francisco,” said the Foundation’s Acting Executive Director, Jamie Whittington. “This project brings sorely needed funds to programs benefiting the patients at SFGHMC, and it reminds citizens of the importance of General Hospital to so many San Franciscans.”

Created to celebrate San Francisco’s reputation as one of the world’s most romantic and compassionate cities, Hearts in San Francisco was conceived, and co-chaired, by civic leaders Ellen Magnin Newman and Nancy H. Bechtle. The magicians at Rita Barela Productions are adroitly managing this highly complex project.

The project’s first two heart sculptures were unveiled in Union Square on Valentine’s Day at a ceremony attended by Mayor Gavin Newsom and numerous other supporters. 130 hearts are now installed throughout the city, heralded by colorful banners up and down city streets. Hearts will be on view through September 30. The project has gained extensive coverage in the local media, and is featured in national promotional campaigns. 🍷

## Heartfelt Thanks...

to these individuals and organizations for supporting Hearts in San Francisco with gifts of \$10,000 or more.\*

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### Heart Throbs

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*The Wells Fargo heart, created by Michael Osborne, sparkles with hundreds of commemorative coins that recall the Gold Rush and Wells Fargo’s 150-year history in San Francisco.*



Bill Zemanek

Continued on Page 2



Bill Zemanek

*Intel® Corporation's heart of four winged quadrants celebrates the City's diversity and features "Wi-Fi" Internet access.*

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\* Received as of July 29, 2004

# Avon Center Celebrates Grand Opening

Marking a renewed commitment to medically underserved women in San Francisco, City officials, SFGHMC leaders, and breast cancer survivors joined Avon Foundation representatives to dedicate the Avon Foundation Comprehensive Breast Center at SFGHMC on May 13.

The Avon Center, located on the the 22nd Street side of the SFGHMC campus, was funded by a \$10 million gift from the Avon Foundation that also supports breast cancer research and treatment at the UCSF Comprehensive Cancer Center.

"With this new Center, we'll dramatically increase access to screening mammography for low-income women in San Francisco," said Lori Strachowski, MD, director of the new Center.

The 4,500 square-foot facility, designed by Tsang Architecture of San Francisco, doubles SFGHMC's mammography capacity to 10,000 exams per year, significantly improving the prospect of early detection and treatment for the 25 percent of San Franciscan women who depend on General Hospital. Women aged 40 to 70 are considered at-risk for breast cancer, which is the most common cancer, and the second most fatal, among American women.

**Leading-edge Imaging Capability**

Equipped with state-of-the-art imaging equipment, the Center staff is now able to read patients' mammograms on-site. This enables the clinical staff to respond promptly to diagnoses of early-stage cancers, when the odds of successful treatment are best. To capitalize on the Avon Center's expanded resources, the City and County of San Francisco has pledged to increase radiology staffing at SFGHMC.

**Full-Spectrum Care**

The Avon Center complements screening and care with a range of services for women in treatment. Most visible is the Carolyn S. Stolman Healing Garden, set at the facility's core. Designed and donated by San Francisco landscape architect Tophier Delaney, the Garden provides a place of repose to nurture patients' spirits and enhance the healing process. Comfortable seating around two fountains creates a calm space for patients and families. Sensitive sculptures by Katherine M. Bercovici enhance patients' aesthetic experience of the Center.

**Culturally Sensitive Support**

The Avon Center will host existing support groups for Latina and Chinese patients, and is forming new groups for African-Americans and Filipinas. The Center also plans to establish its graphics-based waiting-room education program, designed to simultaneously educate patients in English, Spanish, and Cantonese. Other resources include the Cancer Awareness, Resources, and Education (CARE) program, funded in part by the San Francisco Foundation, which helps patients adopt self-care and coping skills. In addition, the Avon Center is developing a program of genetic counseling and testing for hereditary breast cancer. ✎



Kaz Tsuruta

*Celebrating the dedication of the Avon Center are, from left, Gene O'Connell, SFGHMC Executive Administrator; Lori Strachowski, MD, Avon Center Director; Frank McCormick, Director, UCSF Comprehensive Cancer Center; Kathleen Walas, Avon Foundation President; and Ignatius Tsang, architect.*

# The Volunteers to San Francisco General Hospital: The Ties that Bind

**M**iracles occur in hospitals. But the doctors and nurses aren't the only people at General with the skills and determination to change lives.

*Life on the streets finally landed Louise at General. With her condition now stable, her hair is clean for the first time in months. The woman who shampooed Louise has seen it before... every week for forty-three years.*

*Sam is being released. He's ready to work again, but he can't afford \$20 for the California identification card he must have to be hired. Sam will leave the Hospital with the money... and a chance to start over.*


*Theresa has no one. No partner, no parents, no friends. Soon, she'll give birth for the first time. But Theresa is not alone. A new friend visits every day to talk over her concerns, make plans, and build her confidence about motherhood.*

The Volunteers to SFGH create these minor miracles. More than 1,000 members strong, Volunteers devote more than 120,000 hours annually — nearly 14 person-years — to hear the stories, understand the needs, and provide the funds, tools, and human bonds that help patients recover their lives.

"I am continually amazed by the caring and generosity," says Volunteers Executive Director Renee Cibulka. "I cannot imagine how General could deliver such outstanding care without our Volunteers."

In more than 75 Hospital departments, Volunteers support patients and families, assist staffers, and fund necessities that aren't in the Hospital's budget. On any day, they are:

- Serving in the Emergency Department, where their help has decreased patient waiting time by 40 percent
- Giving MedicAlert bracelets to indigent patients with diabetes, so paramedics can distinguish a diabetic coma from intoxication
- Buying bathroom scales to help obese patients with cardiovascular disease manage their weight
- Providing emergency food and clothing to indigent patients
- Conducting prenatal care support groups for first-time moms
- Helping with funeral expenses

SFGHMC is an institution known for its compassion. Yet some of the most dedicated workers are not employees. They are the Volunteers, the angels who work miracles for patients who could use one. 

**Have a Heart!**

The Gala Auction  
Co-Chaired by Pam Baer and Cathy Post  
Thursday, November 11  
SBC Park

Preview all 130 hearts at the ballpark.  
Auction for selected hearts.

**Take the Hearts in San Francisco Tour!**

Make plans now to join us for a guided tour of the Hearts in San Francisco project.

All tours start at 10:00 AM at the Ferry Building.

♥ Thursday, August 5

♥ Sunday, August 15

♥ Thursday, September 2

♥ Sunday, September 19



I'd like to join the **San Francisco General Hospital Foundation** in keeping our city healthy.

Please count me in for a gift of:

\$35  \$50  \$100  \$250  \$500  \$1000  Other \_\_\_\_\_

**Your gift is fully tax-deductible.**

Enclosed is my check made payable to **SFGH FOUNDATION**

Please charge my gift to my credit card:

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Please send me more information about the SFGH Foundation and its programs.

I am particularly interested in \_\_\_\_\_

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THE SAN FRANCISCO  
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## Of Note

SFGHMC Executive Administrator Gene Marie O'Connell has been elected to a two-year term on the Executive Committee of the National Association of Public Hospitals and Health Systems. In addition, Gene was named one of the "100 Most Influential Women in Bay Area Business" by *The San Francisco Business Times*.

Our new web site, [www.sfghf.net](http://www.sfghf.net), is your source for news and information on the many Foundation-supported programs to improve the care and comfort of patients at SFGHMC. You'll also find an easy-to-use online donation function. Due to an unfortunate piracy of our address, please take care to enter it exactly as written here.

The Foundation has moved its offices back to the SFGHMC campus. The new address is 2789 25th Street, Suite 2028, San Francisco, CA 94110. The telephone number is (415) 206-4478 and the fax number is (415) 206-5965.

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The San Francisco General Hospital Foundation is dedicated to improving the care and comfort of patients at the San Francisco General Hospital.