MISSION STATEMENT

At California Pacific Medical Center Foundation, we develop resources that support the Medical Center in providing access to the best health care available.

The resources that are developed go toward caring for new life, educating and supporting the caregivers, ensuring a healthier future through research, nurturing and treating those who are ill, and, with dignity, caring for those who are dying.

We believe that through philanthropic support of California Pacific Medical Center, the quality of life for our patients, their families, and their loved ones will be enhanced.
have not recovered and her cut flesh swelled. Katharine has participated in the cut and has devised the doll and this also has done quite the doll and thus also doing effect on Katharine. Keeping effect on Katharine.

fifty minutes after we were released from tal - Katharine fumed up and relieved.

A handwritten thank you note possibly a rarity these days - hope to know the han
Dear Dr. Browner —

I wanted to write a heartfelt thank you to CPMC for its care of our six-year-old daughter, Katherine.

She had an accident at school that required a visit to your Pediatric Emergency Department at Cherry Street, and we were so impressed by the facilities. As is common with parents of young children, I was concerned that Katherine would find the ED upsetting, but your facility is brilliant: happy, cheerful, and comforting.

Katherine was seen within five minutes of our arrival. Her nurse, Nancy Gallagher, and Child Life Specialist Lori Denault quickly set out to put Katherine (and me) at ease. They offered her a DVD, which stopped the tears. The attending physician, Vincent Tamariz, was also upbeat and calming as he explained what was going on. Later, Lori used a doll to show Katherine how her bandage would be removed and her cut glued shut. She invited Katherine to participate in bandaging the doll, and this also had a calming effect on Katherine.

Forty-five minutes after we arrived, we were released from the hospital — Katherine glued up and mom relieved.

A handwritten thank you is probably a rarity these days, but I wanted you and CPMC to know how much we appreciated the hard-working staff. Having a child life specialist on staff is brilliant. And thank you for having the wisdom to open a pediatric ED — because children in an emergency should not have to hang out in a regular ED with all its adult problems and emergencies.

Please thank your staff for their amazing work. And please keep the Pediatric ED open! We hope to never use it again, but, boy, are we glad it’s there!

With thanks,

Grace Won, San Francisco
OF NOTE

• CPMC is one of the largest not-for-profit teaching medical centers in the West.

• According to Press Ganey patient surveys, in 2010 our four emergency rooms combined achieved a composite score in the 94th percentile for “Likelihood of Recommending.”
Our mission is to serve our community by providing high-quality, cost-effective health care services in a compassionate and respectful environment that is supported and stimulated by education and research. We are part of Sutter Health, a not-for-profit network of hospitals, doctors, and nurses that share expertise and resources to advance health care quality.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A LETTER OF THANKS</td>
<td>3</td>
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<td>ABOUT CPMC</td>
<td>5</td>
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<td>OUR LEADERSHIP</td>
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<td>MAKING A DIFFERENCE</td>
<td>23</td>
</tr>
<tr>
<td>FUNDING ACHIEVEMENTS</td>
<td>29</td>
</tr>
<tr>
<td>DONOR HONOR ROLL</td>
<td>39</td>
</tr>
<tr>
<td>ANNUAL DONORS</td>
<td>71</td>
</tr>
</tbody>
</table>
CALIFORNIA PACIFIC MEDICAL CENTER (CPMC) HAS BEEN SAN FRANCISCO'S PARTNER IN HEALTH CARE FROM THE VERY BEGINNING

What started in 1852 as a free clinic with volunteer doctors serving German immigrants on Mission Street now comprises four campuses and multiple satellite facilities throughout San Francisco and across the Bay Area.

Over more than 150 years, CPMC has endured earthquakes, fires, the Great Depression, two world wars, and epidemics such as influenza, polio, and AIDS. What’s more, we’ve persevered through debates over major health issues like stem cell research, insurance reform, and access for the underserved. But most importantly, through it all, we have always been a safe, welcoming place to which anyone could turn in time of need.

We are one of the largest private, community-based, not-for-profit, teaching medical centers in California. And as a tertiary referral center, we provide access to leading-edge medicine while delivering the best possible personalized care through a wide variety of services, including acute, post-acute, and outpatient hospital care; hospice services; preventive and complementary care; and health education. This broad range of services allows our innovative doctors to blend research and science with the kind of caring they would want for their own families, creating a truly patient-friendly environment.
## 2010 SUMMARY STATISTICS

### PATIENT CARE

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outpatient Visits</td>
<td>738,428</td>
</tr>
<tr>
<td>Inpatient Cases</td>
<td>31,474</td>
</tr>
<tr>
<td>San Francisco Origin Inpatients</td>
<td>65%</td>
</tr>
<tr>
<td>Non-San Francisco Origin Inpatients</td>
<td>35%</td>
</tr>
<tr>
<td>Adult ED Visits</td>
<td>63,170</td>
</tr>
<tr>
<td>Pediatric ED Visits</td>
<td>16,032</td>
</tr>
<tr>
<td>Inpatient and Outpatient Surgeries</td>
<td>21,361</td>
</tr>
<tr>
<td>(Including Transplants)</td>
<td></td>
</tr>
<tr>
<td>Patients Treated in the ICU</td>
<td>555</td>
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<tr>
<td>Patients Treated in the NICU/PICU</td>
<td>678</td>
</tr>
<tr>
<td>Births</td>
<td>6,522</td>
</tr>
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### SERVICES FOR THE POOR AND UNDERSERVED

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Traditional Charity Care</td>
<td>$15,241,000</td>
</tr>
<tr>
<td>Unpaid Cost of Medi-Cal</td>
<td>$75,326,000</td>
</tr>
<tr>
<td>Other Benefits</td>
<td>$9,853,000</td>
</tr>
<tr>
<td>Total Quantifiable Services for the Poor and Underserved</td>
<td>$100,420,000</td>
</tr>
</tbody>
</table>

### STAFF

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPMC Medical Staff (Including St. Luke’s)</td>
<td>1,195</td>
</tr>
<tr>
<td>Medical Residents and Fellows</td>
<td>107</td>
</tr>
<tr>
<td>Medical Center Employees (Not Including Medical Staff)</td>
<td>6,205</td>
</tr>
<tr>
<td>Foundation Employees</td>
<td>31</td>
</tr>
<tr>
<td>Volunteers</td>
<td>1,148</td>
</tr>
<tr>
<td>Hours of Volunteer Service</td>
<td>96,210</td>
</tr>
</tbody>
</table>
AWARDS

2010

♫ CPMC was one of just three hospitals in the entire country to earn top patient safety and quality honors for five consecutive years from The Leapfrog Group.

♫ More than 160 CPMC physicians appeared on the Best Doctors in America® list.

♫ We were listed as “One of the Best Places to Work” by the San Francisco Business Times.

♫ CPMC earned the American Heart Association / American Stroke Association’s Get With The Guidelines® Gold Plus Performance Achievement Award.

♫ We were recognized as among the Best Hospitals for Gastroenterology by U.S. News and World Report.

♫ Our Liver Transplant Program is one of just four institutions nationwide to receive the Liver Transplant Excellence Award from HealthGrades.

♫ CPMC was named the top Birth Center in San Francisco in Bay Area Parent magazine’s “Best of the Bay Area 2010” issue.
• The CPMC Research Institute was among the top 25 percent of all institutions receiving funding from the National Institutes of Health in 2010.

• Since 2008, CPMC has been a major teaching affiliate of Dartmouth Medical School, offering an innovative “hands-on” patient care teaching program for third-year medical students.

• The SimSurg Education Center at CPMC is one of the most technologically advanced surgical training facilities in the nation, providing a laboratory setting for research and development in surgical skills innovation, anesthesia techniques, and nursing education.
2010

OUR LEADERSHIP
A LETTER FROM WARREN S. BROWNER, M.D., MPH

For CPMC, 2010 marked the year we launched into the future by taking bold steps to deal with the challenges facing medical centers across the country, from quality improvement to health care reform.

While we consistently receive high marks for patient safety, we continually look for ways to improve. Last June, we launched our Quality Delivery (QD) System — a top-to-bottom approach to enhancing the care we provide for every patient, every day. We have committed the entire organization to QD, with the primary goal of improving our quality, safety, and efficiency. To do so, we’re all going “back to school” to learn how other organizations, from manufacturing to medical care, have gotten better at what they do. QD will also help us address our nation’s growing concerns about the affordability of health care. We’re working on improving processes in our emergency departments, operating rooms, inpatient units, and financial offices, as well as how we respond to and prevent medical errors.

We took another large step, this one toward rebuilding our hospitals, with the publication of our Draft Environmental Impact Report, which gives city officials and the public a detailed view of our plans to build two new seismically safe hospitals, one at Van Ness and Geary Streets and another at our St. Luke’s Campus, as well as to upgrade our Davies Campus. We look forward to seeing these plans start to become a reality in the coming months.

Despite the challenges ahead, we are confident that we will flourish. With the dedication of our doctors, nurses, employees, volunteers, and generous supporters, CPMC will be here to serve the San Francisco community for many years, decades, and (we hope) centuries. Thank you for your belief in us and your dedication to our future.

WARREN S. BROWNER, M.D., MPH
CHIEF EXECUTIVE OFFICER
CALIFORNIA PACIFIC MEDICAL CENTER
SUTTER WEST BAY HOSPITALS BOARD OF DIRECTORS

The Board sets policy, guides overall operations, and monitors financial transactions for hospitals in the Sutter Health West Bay Region.

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Vice Chair
Peter Fulchiron *

Chair of the Finance & Planning Committee
Leo Soong *

President
Martin Brotman, M.D. *

Chief Financial Officer
John Gates

Secretary
Michael Duncheon (8/12/10 – Present)
Karen Schwartz (1/1/10 – 8/11/10)

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Bill Brunetti
Theodore Deikel
Thomas John Dietz, Ph.D.
Roy Eisenhardt
Patrick E. Fry
Frank Herringer
Jordan Horowitz, M.D.
Peter Jacobi
Joan Kahr
Ron Kaufman
Kurt Kunzel, M.D.
Steven Levenberg, D.O.
Tom Lincoln

Alastair Mactaggart
Anthony W. Miles
Scott Minick
Tim Murphy, M.D.
Cynthia Nestle
Dennis O’Connell
Steven Oliver
Robert W. Osorio, M.D.
Diane Pege, M.D.
Robert A. Rosenfeld
Terri Slagle, M.D.
Ross E. Stromberg, J.D.
Michael Valan, M.D.
Anthony G. Wagner
Deborah Wyatt, M.D.

*ALSO A DIRECTOR
CPMC SENIOR EXECUTIVES

Warren S. Browner, M.D., MPH  
Chief Executive Officer

Grant C. Davies, FACHE  
Executive Vice President, CPMC and Region Administrative Officer, SWB

John B. Gates, CPA  
Vice President, Finance & CFO, CPMC and Region CFO, SWB

CPMC MEDICAL EXECUTIVE COMMITTEES

Each Medical Executive Committee is responsible for the overall quality of patient care, the credentialing of medical staff, and the governance of the medical staff organization.

MEDICAL STAFF OFFICERS

Michael H. Rokeach, M.D.  
Chief of Staff

Edward A. Eisler, M.D.  
Vice Chief of Staff

Vernon L. Giang, M.D.  
Treasurer

Robert J. Margolin, M.D.  
Secretary

Damian H. Augustyn, M.D.  
Past Chief of Staff

MEDICAL STAFF MEMBERS-AT-LARGE

Anita N. Demas, M.D.  
Internal Medicine

Arieh L. Rosenbaum, M.D.  
Hospitalist Medicine

Ira D. Sharlip, M.D.  
Urology

Terri A. Slagle, M.D.  
Pediatrics/Neonatology

Jeffrey A. Sternberg, M.D.  
Surgery

Peter B. Weber, M.D.  
Neurosurgery
### CPMC Medical Executive Committees (continued)

### Medical Staff Department Chairs with Vote

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>John P. Belzer, M.D. (Acting)</td>
<td>Orthopedic Surgery</td>
</tr>
<tr>
<td>Barbara M. Bishop, M.D.</td>
<td>Family Medicine</td>
</tr>
<tr>
<td>Edward A. Eisler, M.D.</td>
<td>Anesthesiology</td>
</tr>
<tr>
<td>Lorry R. Frankel, M.D.</td>
<td>Pediatrics</td>
</tr>
<tr>
<td>David A. Goldberg, M.D.</td>
<td>Psychiatry</td>
</tr>
<tr>
<td>Kevin R. Hiler, M.D.</td>
<td>Surgery</td>
</tr>
<tr>
<td>Elliott K. Main, M.D.</td>
<td>Obstetrics &amp; Gynecology</td>
</tr>
<tr>
<td>Kirk L. Moon, M.D.</td>
<td>Radiology</td>
</tr>
<tr>
<td>John C. Moretto, M.D.</td>
<td>Pathology</td>
</tr>
<tr>
<td>Lory D. Wiviott, M.D.</td>
<td>Medicine</td>
</tr>
</tbody>
</table>

### Medical Staff Department Chairs without Vote

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian T. Andrews, M.D.</td>
<td>Neurosciences</td>
</tr>
<tr>
<td>Gregory M. Buncke, M.D.</td>
<td>Plastic Surgery</td>
</tr>
<tr>
<td>Susan H. Day, M.D.</td>
<td>Ophthalmology</td>
</tr>
<tr>
<td>Thomas L. Engel, M.D.</td>
<td>Otolaryngology</td>
</tr>
<tr>
<td>Vincent A. Gaudiani, M.D. (Acting)</td>
<td>Cardiovascular &amp; Thoracic Surgery</td>
</tr>
<tr>
<td>Robert I. Kahn, M.D.</td>
<td>Urology</td>
</tr>
<tr>
<td>John W. Lee, M.D.</td>
<td>Radiation Oncology</td>
</tr>
<tr>
<td>Robert W. Osorio, M.D.</td>
<td>Transplantation</td>
</tr>
<tr>
<td>Thomas J. Peitz, M.D.</td>
<td>Emergency Medicine</td>
</tr>
</tbody>
</table>

### CPMC Administrative Attendees

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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</thead>
<tbody>
<tr>
<td>Warren S. Browner, M.D., MPH</td>
<td>CEO</td>
</tr>
<tr>
<td>Grant C. Davies, FACHE</td>
<td>Executive Vice President, CPMC and Region Administrative Officer, SWB</td>
</tr>
<tr>
<td>Diana Karner, R.N.</td>
<td>Vice President, Nursing</td>
</tr>
<tr>
<td>Allan Pont, M.D.</td>
<td>Vice President, Medical Affairs</td>
</tr>
<tr>
<td>Maritza Solari</td>
<td>Director, Medical Staff Services</td>
</tr>
</tbody>
</table>
**ST. LUKE’S MEDICAL EXECUTIVE COMMITTEES**

**MEDICAL STAFF OFFICERS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward S. Kersh, M.D.</td>
<td>Chief of Staff</td>
</tr>
<tr>
<td>Samer Y. Michaels, M.D.</td>
<td>Vice Chief of Staff</td>
</tr>
<tr>
<td>Barbara M. Bishop, M.D.</td>
<td>Secretary/Treasurer</td>
</tr>
</tbody>
</table>

**MEDICAL STAFF MEMBERS-AT-LARGE**

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laura Norrell, M.D.</td>
</tr>
<tr>
<td>Bonita A. Palmer, M.D.</td>
</tr>
</tbody>
</table>

**MEDICAL STAFF DEPARTMENT CHAIRS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angelica Andrade-Silverman, M.D.</td>
<td>Family Medicine</td>
</tr>
<tr>
<td>Dave Atkin, M.D.</td>
<td>Orthopedic Surgery</td>
</tr>
<tr>
<td>John Bokelman, M.D.</td>
<td>Radiology</td>
</tr>
<tr>
<td>Lisa Everson, M.D.</td>
<td>Obstetrics &amp; Gynecology</td>
</tr>
<tr>
<td>Don Godbold, M.D.</td>
<td>Emergency Medicine</td>
</tr>
<tr>
<td>Abha Goel, M.D.</td>
<td>Pediatrics</td>
</tr>
<tr>
<td>Sai-Sun (Sam) Ho, M.D.</td>
<td>Medicine</td>
</tr>
<tr>
<td>Samer Y. Michaels, M.D.</td>
<td>Anesthesiology</td>
</tr>
<tr>
<td>John C. Moretto, M.D.</td>
<td>Pathology</td>
</tr>
<tr>
<td>Gary Rust, M.D., &amp; Susan Bailey, M.D.</td>
<td>Surgery</td>
</tr>
</tbody>
</table>

**ST. LUKE’S ADMINISTRATIVE ATTENDEES**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warren S. Browner, M.D., MPH</td>
<td>CEO</td>
</tr>
<tr>
<td>Diana Karner, R.N.</td>
<td>Vice President, Nursing</td>
</tr>
<tr>
<td>Dionne Miller, MPH</td>
<td>Chief Administrative Officer</td>
</tr>
<tr>
<td>Allan Pont, M.D.</td>
<td>Vice President, Medical Affairs</td>
</tr>
</tbody>
</table>
2010 was a period of difficulty for many not-for-profit institutions and fund-raisers in general. Therefore, we have a sense of pride in our nearly 13,000 CPMC Foundation supporters who increased our gift total by 50 percent this year — bringing our total funds raised to nearly $15.7 million.

The impact of philanthropy is fundamental: it provides equipment, programs, and facilities that we would not otherwise have to serve a wide range of needs for our patients. Last year, for example, your dollars purchased brand-new bed warmers to transition fragile newborns into a stable environment, and safer, more comfortable birthing beds for mothers. They also opened the Bryan Hemming Cancer Care Center at our Pacific Campus, and a satellite facility in San Rafael for the Kalmanovitz Child Development Center.

Several marquee gifts were also made in 2010. Craig Sullivan pledged a lead matching gift of $250,000 to the Forbes Norris MDA/ALS Research Center, and — through a charitable annuity — the Denise and Prentis Cobb Hale Fund was created in support of women’s health. What’s more, the Ibrahim El-Hefni Technical Training Foundation generously gave $600,000 to fuel liver immunology research.

Your gifts, large and small, help to provide the highest level of personalized, compassionate care to anyone who comes through our doors, regardless of their ability to pay. On behalf of all our patients, physicians, and employees, thank you for helping us serve our community with your support. As planning continues for the Medical Center’s reconstruction and upcoming capital campaign, we anticipate another great year ahead.

RICHARD C. WATTS
CHAIR, BOARD OF TRUSTEES
CPMC FOUNDATION

MARK KIMBELL
PRESIDENT
CPMC FOUNDATION
CPMC Foundation is overseen by Trustees who set policy, guide overall operations, monitor financial transactions, and set a philanthropic example for the Medical Center.

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W. Richard Bingham *

Vice Chair
John N. Callander, M.D. *

Vice Chair
Constance B. Mardikian *

President
Mark Kimbell *

Treasurer
Linda F. Dougherty *

Secretary
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Elyse M. Eng
Mrs. Barbara J. Engmann *
Mrs. George Ettelson
Mrs. Irene M. Fenton
Gail K. Glasser *
Ernest Go
Marshall Haines
Ted T. Hoffman *
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George F. Lee, M.D.
Christopher E. Lenzo
Letitia Momirov
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Suzanne F. Palmer
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Alan Seelenfreund
Kimberly Nunes Solomon
Mrs. Maryanna G. Stockholm
Richard Thalheimer
Trevor Traina
Maria C. Vicente-Puletti

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Morris Flaum, M.D.
Kaatri B. Grigg
Edward Kersh, M.D.
Jerry W. Mapp, President Emeritus
Michael H. Rokeach, M.D.
Robert M. Tomasello
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Counselors, previously members of the Medical Center, Foundation, or Sutter Health West Bay Boards, are appointed as ambassadors to our community.

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Co-Chair Toby Rosenblatt

MEMBERS

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Kathleen Cardinal
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June R. Lilienthal
Mary R. Lowrey
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Alastair A. Mactaggart
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Shelby Notkin
Susan Robinson
Michael A. Roosevelt
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G. Craig Sullivan
Mrs. Loulie H. Sutro
Patrick S. Thompson, Esq.
Ann R. Thornton
Joseph N. Wineroth III
• We are home to the city’s first Women and Children’s Center, housing all maternal, neonatal, and pediatric services in one place.

• In 2010, our Breast Health Centers offered successful cancer education and treatment to the community via nearly 60,000 patient visits.

• Our renowned Women’s Health Resource Center offers education, support groups, wellness services, body image programs, and more. Help is available to women across the entire spectrum of ages, from adolescence to senior years.
There are many ways to support the life-changing work of California Pacific Medical Center. From a one-time capital contribution, to annual cash donations, to gifts given in an estate, dollars entrusted to the Foundation can be directed either to the donor’s specific area of interest or (if unrestricted) to Annual Priorities determined by CPMC.
PIONEERS CONNECTED BY HEART

It’s as if they were destined to meet: one an innovator in the construction industry, the other a world-recognized expert in the management of arrhythmia; one a patent holder in asphalt recycling, the other a pioneer in cardiac ablation procedures; one born in Canada, the other a native of Italy. The two first met as patient and doctor at California Pacific Medical Center, part of the Sutter Health network. Now they are joined through Robert Mendenhall’s lead gift to the Distinguished Endowed Chair of Cardiology, to be held by Andrea Natale, M.D., FACC, FHRS, senior medical director of CPMC’s Atrial Fibrillation and Arrhythmia Program.

“When I had a stroke in 2001, I was diagnosed with atrial fibrillation. And though I was told I needed a pacemaker, I did not want one,” says Dr. Mendenhall. “I was referred to and treated by Dr. Natale, and now I am fully recovered. He is a true pioneer, and I am proud to support his work as both friend and admirer.”

Dr. Mendenhall was raised on a dry farm in Alberta, Canada, and moved to Utah as a young boy. There he worked his first job, at the tender age of eight, in his grandfather’s and father’s construction company. At the age of 16 he acquired his pilot’s license, and when Dr. Mendenhall started Las Vegas Paving Corporation in 1958, he used his airplane to travel to jobs in remote areas, logging more than 7,000 hours. The company’s research and development in recycling asphalt pavements in the 1970s led to 47 patents (with more pending), and four decades of work benefitting construction, the environment, the state of Nevada, and his family of employees. For his pioneering work he has been called “the grandfather of asphalt recycling,” has been named to the Nevada Inventors Hall of Fame, and holds an honorary doctorate of laws from the University of Nevada, Las Vegas.

Meanwhile, Dr. Natale began shaping his career as an arrhythmia expert while a medical student in Florence and Rome, Italy, before crossing the Atlantic for clinical training in cardiology in Houston, Texas; Ontario, Canada; and Milwaukee, Wisconsin. He, too, worked for a time in aviation, as head of the cardiovascular physiopathology section at the Italian Air Force’s Aerospace Research Centre. He then returned to the States to work as director of electrophysiology programs at Duke, the University of Kentucky, and Cleveland Clinic; as a professor at Duke and Stanford; and then as a member of the CPMC team.

“Meeting the challenge of curing patients with complex cardiovascular problems is most rewarding to me,” says Dr. Natale. “Dr. Mendenhall’s gift will allow me to dedicate more time to research and the training of clinic fellows — critical focuses in advancing our knowledge and translating it to bedside care. For this we are deeply grateful.”
## Ways to Give

<table>
<thead>
<tr>
<th>If Your Goal Is To</th>
<th>Consider</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve ongoing medical programs, equipment, and operations.</td>
<td><strong>Annual Gift</strong></td>
<td>You may request that your gift be directed to the program or department of your choice, or to the areas of greatest need at the Medical Center.</td>
</tr>
<tr>
<td>Make a gift to the Medical Center as part of your personal long-term financial and estate planning.</td>
<td><strong>Bequest Gift</strong></td>
<td>Leave a lasting legacy by naming CPMC as a beneficiary in your will, trust, or estate plan.</td>
</tr>
</tbody>
</table>
| Increase your retirement income and support the Medical Center at the same time. | **Life Income Gift** | **Charitable Remainder Trust**  
Avoid capital gains taxes on appreciated property, increase personal income, and reduce estate taxes.  
**Charitable Gift Annuity**  
Increase retirement income and reduce taxes. Fixed rates, as high as 9.5%, based solely on age, and guaranteed for life. |
| Secure the future of health care by investing in state-of-the-art technology, construction, and/or renovation of medical facilities. | **Capital Gift** | Opportunity to name a facility or program in your honor or as a tribute to a loved one. |
| Ensure funding of your preferred program, department, or physician in perpetuity. | **Endowment Fund** | Assets are invested, and resulting income received provides ongoing funds for the purpose designated by you. At certain levels, endowments may bear your name or the name of a person of your choosing. |
| Donate a gift of goods or services. | **In-Kind Gift** | Tax deduction for fair market value of goods or services within IRS guidelines. |
WAYS TO GIVE

YOU MAY DONATE ↓

• Cash
• Appreciated securities
• Real estate
• Income from a charitable lead trust
• Required minimum distributions from IRA or other retirement plans within IRS guidelines

• Cash
• Appreciated securities
• Real estate
• Life insurance policies
• 401(k), IRAs, or other retirement plans
• Personal property

• Cash
• Appreciated securities
• Real estate

• Goods
• Services
• Personal property

HOW DO I MAKE A GIFT?

CONTACT
CPMC Foundation
2015 Steiner Street
San Francisco, CA 94115
415-600-4400

ONLINE
For more information, visit our website at cpmcf.org and click “Ways to Give” in the top menu bar.
OF NOTE

• More than half of San Francisco’s babies are born at CPMC.
• CPMC has San Francisco’s first and only dedicated Pediatric Emergency Department.
• Recognized as a regional leader for high-risk births, CPMC offers a certified Regional Level III Neonatal Intensive Care Unit (NICU) with the ability to deliver the highest level of treatment to our tiniest patients.
The funds we raise in support of CPMC have a real impact on the care our patients receive. That’s because while hospital revenues typically cover day-to-day operating expenses, it’s charitable gifts that allow us to make crucial improvements not covered by the Medical Center’s annual budget. That includes purchasing new equipment, expanding key programs, and upgrading our facilities.
2010 GIVING
STATISTICS

NUMBER OF GIFTS
(RECEIVED AND PLEDGED)

PLANNED GIFTS
- 83

FOUNDATIONS
- 87

ORGANIZATIONS
- 108

CORPORATIONS
- 269

INDIVIDUALS
- 12,141

12,688 TOTAL
2010 GIVING STATISTICS

Dollars Raised
(Received and Pledged)

$3,792,782
$3,341,201
$413,848
$891,721
$7,223,455

$15,663,007 Total
2010 GIVING STATISTICS

HOW DOLLARS RAISED WERE ALLOCATED
(RECEIVED AND PLEDGED)

RESTRICTED
$8,255,044

UNRESTRICTED
$3,808,480

2010 PRIORITY NEEDS
$2,993,536

ENDOWMENTS
$605,947

$15,663,007 TOTAL
OUR DONORS HELPED SUPPORT THESE ANNUAL PRIORITIES IN 2010

By contributing to our Annual Priorities, donors fueled programs and equipment purchases that our physicians and clinical leaders designated as critically necessary in 2010. They helped provide primary health care services for women and children in our poorest neighborhoods; offered a comforting respite for Alzheimer’s patients and those nearing the end of life; purchased vital technology that makes treatment easier for patients with cancer or cardiac conditions; and much, much more.

COMMUNITY HEALTH

Irene Swindells Alzheimer’s Residential Care Program $50,200 *
Kalmanovitz Child Development Center $400,112 *
Bayview Child Health Center $505,017
Breast Health Programs/Services, including
  African American Breast Health $114,594
Coming Home Hospice $527,134
Institute for Health & Healing $438,888
St. Luke’s Pediatric Care $63,939
St. Luke’s Women’s Services $86,445
Women’s Health Resource Center $51,201

EQUIPMENT AND TECHNOLOGY

Bed Warmers for Newborns $90,244 *
Birthing Beds for Labor & Delivery $32,170 *
Cranial Navigation System $13,385 +
Cardiac Intravascular Ultrasound System $181,060 *
Radiation Oncology CT Simulator $89,791 +
Rapid Arc Upgrade to Linear Accelerator $294,009 ++
3-D Echocardiogram Probe $58,347 *

* FUNDING TARGET MET IN FULL
+ RECEIVED SOME CARRYOVER FUNDING FROM 2009
THESE AREAS RECEIVED SIGNIFICANT FUNDING IN 2010

Of course, our needs go far beyond our Annual Priorities, and our compassionate contributors have many other options when it comes to sharing their charitable spirit. Oftentimes our supporters or their family members have been patients here, so they know firsthand the impact their gifts can make, especially in programs like these — all of which received significant donor support last year.

CHILDREN’S HEALTH
- Autism Program
- Child Life Program *
- Neonatal Intensive Care Unit
- Pediatric Emergency Department

NEUROSCIENCES
- Forbes Norris MDA/ALS Research Center
- Epilepsy Vocational Jobs Program
- Memory Clinic
- Neurosurgery
- Stroke Center

ADVANCED CARE
- Paul May & Frank Stein Interventional Endoscopy Center *
- Bryan Hemming Cancer Care Center
- Beverly & George James Thoracic Oncology Center
- Atrial Fibrillation & Arrhythmia Program
- Cardiology
- Center For Diabetes Services
- Center For Melanoma Treatment & Research
- Emergency Medicine
- Transplant Programs

WOMEN’S HEALTH
- Notkin Family Breast Cancer Recovery Program
- Breast Health Center
- Digital Mammography *
- Gynecological Cancer Recovery Program

COMMUNITY & INTEGRATED HEALTH
- Roberta E. Neustadter Mini Medical School
- Community Health Resource Center
- Institute for Health & Healing
- Patient Assistance Fund
- Program in Medicine & Human Values

RESEARCH & EDUCATION
- Breast Cancer Research
- Clinical Trials
- CPMC Research Institute
- Dartmouth Medical School Partnership
- Department of Medicine Teaching Fund
- Liver Biorepository
- Nursing Education

* ALSO A FUNDING PRIORITY FOR 2011; SEE BACK COVER
### STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2010 AND 2009

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 2,858,528</td>
<td>$ 3,464,213</td>
</tr>
<tr>
<td>Short-term investments</td>
<td>130,890,771</td>
<td>122,998,713</td>
</tr>
<tr>
<td>Pledges and split interest agreements receivable, net</td>
<td>1,171,476</td>
<td>3,000,109</td>
</tr>
<tr>
<td>Other current assets</td>
<td>604,212</td>
<td>900,069</td>
</tr>
<tr>
<td>Total current assets</td>
<td>135,524,987</td>
<td>130,363,104</td>
</tr>
<tr>
<td>Non-current investments</td>
<td>57,964,612</td>
<td>51,578,256</td>
</tr>
<tr>
<td>Real property</td>
<td>3,685,000</td>
<td>3,685,000</td>
</tr>
<tr>
<td>Pledges and split interest agreements receivable, net, less current portion</td>
<td>15,862,150</td>
<td>11,907,750</td>
</tr>
<tr>
<td>Other assets</td>
<td>400,346</td>
<td>192,056</td>
</tr>
<tr>
<td>Total assets</td>
<td>$213,437,095</td>
<td>$197,726,166</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>LIABILITIES AND NET ASSETS</strong></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$ 420,330</td>
<td>$ 649,786</td>
</tr>
<tr>
<td>Due to California Pacific Medical Center</td>
<td>3,674,328</td>
<td>7,706,837</td>
</tr>
<tr>
<td>Obligations under annuity agreements</td>
<td>657,718</td>
<td>610,824</td>
</tr>
<tr>
<td>Total current liabilities</td>
<td>4,752,376</td>
<td>8,967,447</td>
</tr>
<tr>
<td>Non-current liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Obligations under annuity agreements, less current portion</td>
<td>4,028,808</td>
<td>3,229,189</td>
</tr>
<tr>
<td>Revocable gifts</td>
<td>2,000,000</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Other</td>
<td>677,035</td>
<td>677,035</td>
</tr>
<tr>
<td>Total non-current liabilities</td>
<td>6,705,843</td>
<td>5,906,224</td>
</tr>
<tr>
<td>Net assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>101,528,368</td>
<td>85,127,455</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>56,297,286</td>
<td>55,021,555</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>44,153,222</td>
<td>42,703,485</td>
</tr>
<tr>
<td>Total net assets</td>
<td>201,978,876</td>
<td>182,852,495</td>
</tr>
<tr>
<td>Total liabilities and net assets</td>
<td>$213,437,095</td>
<td>$197,726,166</td>
</tr>
</tbody>
</table>
## UNRESTRICTED NET ASSETS

### Unrestricted revenues, gains, and other support

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$2,479,514</td>
<td>$2,230,069</td>
</tr>
<tr>
<td>Investment income (loss)</td>
<td>2,574,230</td>
<td>(6,948,781)</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>8,894,598</td>
<td>13,401,944</td>
</tr>
<tr>
<td>Other revenue</td>
<td>1,692,481</td>
<td>1,832,850</td>
</tr>
<tr>
<td>Service contract with California Pacific Medical Center</td>
<td>6,728,916</td>
<td>6,728,916</td>
</tr>
</tbody>
</table>

### Total unrestricted revenues, gains and other support

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22,369,739</td>
<td>17,244,998</td>
</tr>
</tbody>
</table>

### Unrestricted expenditures and operating expenses

#### Program expenditures:

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Pacific Medical Center</td>
<td>18,247,133</td>
<td>27,223,049</td>
</tr>
<tr>
<td>Others</td>
<td>555,702</td>
<td>566,312</td>
</tr>
</tbody>
</table>

### Total program expenditures

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18,802,835</td>
<td>27,789,361</td>
</tr>
</tbody>
</table>

#### Management and general

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and general</td>
<td>1,043,795</td>
<td>1,893,643</td>
</tr>
<tr>
<td>Fund raising</td>
<td>3,289,203</td>
<td>3,061,268</td>
</tr>
</tbody>
</table>

### Total unrestricted expenditures and operating expenses

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>23,135,833</td>
<td>32,744,272</td>
</tr>
</tbody>
</table>

### Change in net unrealized gains and losses on investments

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17,167,007</td>
<td>38,604,373</td>
</tr>
</tbody>
</table>

### Change in unrestricted net assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16,400,913</td>
<td>23,105,099</td>
</tr>
</tbody>
</table>

## TEMPORARILY RESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$10,419,505</td>
<td>$ 7,111,518</td>
</tr>
<tr>
<td>Investment income (loss)</td>
<td>134,331</td>
<td>(56,252)</td>
</tr>
<tr>
<td>Change in net unrealized gains and losses on investments</td>
<td>172,537</td>
<td>615,672</td>
</tr>
<tr>
<td>Change in valuation of pledges and split interest agreements</td>
<td>(556,044)</td>
<td>192,359</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>(8,894,598)</td>
<td>(13,401,944)</td>
</tr>
</tbody>
</table>

### Change in temporarily restricted net assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,275,731</td>
<td>(5,538,647)</td>
</tr>
</tbody>
</table>
STATMENTS OF OPERATIONS AND CHANGES IN NET ASSETS
FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009 (CONT’D)

PERMANENTLY RESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>1,449,737</td>
<td>1,216,416</td>
</tr>
<tr>
<td>Change in permanently restricted net assets</td>
<td>1,449,737</td>
<td>1,216,416</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>19,126,381</td>
<td>18,782,868</td>
</tr>
<tr>
<td>Net assets at beginning of year</td>
<td>182,852,495</td>
<td>164,069,627</td>
</tr>
<tr>
<td>Net assets at end of year</td>
<td>$201,978,876</td>
<td>$182,852,495</td>
</tr>
</tbody>
</table>

STATEMENTS OF CASH FLOWS

OPERATING ACTIVITIES

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in net assets</td>
<td>$ 19,126,381</td>
<td>$ 18,782,868</td>
</tr>
<tr>
<td>Adjustments to reconcile change in net assets to net cash (used in) provided by operating activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change in net unrealized gains and losses on investments</td>
<td>(17,339,544)</td>
<td>(39,412,404)</td>
</tr>
<tr>
<td>Net changes in operating assets and liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net pledges and split interest agreements receivable</td>
<td>(2,125,767)</td>
<td>4,670,038</td>
</tr>
<tr>
<td>Other assets</td>
<td>87,567</td>
<td>2,284,385</td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities and other liabilities</td>
<td>(229,456)</td>
<td>(210,479)</td>
</tr>
<tr>
<td>Due to California Pacific Medical Center</td>
<td>(4,032,509)</td>
<td>3,576,591</td>
</tr>
<tr>
<td>Obligations under annuity agreements</td>
<td>846,513</td>
<td>(267,172)</td>
</tr>
<tr>
<td>Net cash used in operating activities</td>
<td>(3,666,816)</td>
<td>(10,576,173)</td>
</tr>
</tbody>
</table>

INVESTING ACTIVITIES

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchases and sales or maturities of investments, net</td>
<td>3,061,130</td>
<td>4,433,737</td>
</tr>
<tr>
<td>Net increase in cash and cash equivalents</td>
<td>(605,685)</td>
<td>(6,142,436)</td>
</tr>
<tr>
<td>Cash and cash equivalents at beginning of year</td>
<td>3,464,213</td>
<td>9,606,849</td>
</tr>
<tr>
<td>Cash and cash equivalents at end of year</td>
<td>$2,858,528</td>
<td>$ 3,464,213</td>
</tr>
</tbody>
</table>
Of Note

- CPMC offers a variety of programs to support the underserved, including the Kalmanovitz Child Development Center (in San Francisco and San Rafael), the HealthFirst project, Sister-to-Sister and African American Breast Health programs, and Coming Home Hospice.

- Handling over 3,000 primary care visits in 2010, CPMC’s Bayview Child Health Center provides crucial health care services to children in one of San Francisco’s most impoverished neighborhoods, regardless of the family’s ability to pay.

- A national leader in integrative medicine, the Institute for Health & Healing at CPMC combined Western and holistic medical approaches in nearly 85,000 patient visits in 2010.
We are thankful for a number of extremely benevolent supporting partners, many of which organize some of the city’s most successful charitable events. Over the years, these organizations have helped raise millions of dollars in support of the lifesaving work done every day at CPMC.

**COMMUNITY HEALTH RESOURCE CENTER**
A CPMC affiliate, the CHRC provides comprehensive health information, nutrition services, and social services counseling to the community at little or no cost.

**LIONS EYE FOUNDATION**
This group helps fund a variety of eye and vision care services, including eye clinic expenses, complicated surgical procedures, and the purchase of critically needed eye equipment.

**PACIFIC VISION FOUNDATION**
This organization supports both the CPMC’s Department of Ophthalmology and the eye emergency room via its gifts to CPMC Foundation.

**ST. LUKE’S AUXILIARY**
Spirit and fellowship in volunteerism guide the activities of this auxiliary, which in 2010 supported women’s services at St. Luke’s, primarily with funds raised from its annual “Musée” event.

**ST. LUKE’S JUNIOR AUXILIARY**
Established to help fund women and children’s clinics at St. Luke’s, this group hosts the annual fall “Holiday Affair” and a spring dinner dance and auction.

**THE GUILD OF CPMC**
Funds raised by the all-volunteer CPMC Guild and its four campus gift shops and other endeavors fund hospital equipment and patient programs.

**THE LITTLE JIM CLUB OF CPMC**
Founded in 1895 and named for a newspaper-selling boy who needed medical attention, this organization supports pediatric programs at CPMC — most recently, the Kalmanovitz Child Development Center.

**THE WOMEN’S BOARD OF CPMC FOUNDATION**
This board stages the annual “San Francisco Debutante Ball” to benefit a different area of CPMC each year. Its beneficiary in 2010 was the Surgical Simulation Education Center, which provides physicians and nurses with technologically advanced operating room experience.
Thank you to all of our donors

California Pacific Medical Center Foundation is fortunate to receive widespread community support from all around the Bay Area and across the country. We greatly appreciate all philanthropic gifts and regret that we are unable to recognize every donor in this publication. Still, we extend our sincere thanks and appreciation to each of our generous contributors.

COMMENTS?
This annual report recognizes the many individuals, foundations, and corporations that provide vital support to California Pacific Medical Center. Careful effort has been made to provide an accurate listing of donors. In case of inadvertent error or omission, please let us know.

CONTACT
Call Kristen Darmody, Director of Development Programs, at 415-600-4406, or e-mail cpmcfoundation@sutterhealth.org.
MAKE A POSITIVE IMPACT IN OUR COMMUNITY BY HELPING TO FUND THESE 2011 PHYSICIAN-DESIGNATED PRIORITIES FOR CPMC

NEW EQUIPMENT AND EXPANSION

WOMEN AND CHILDREN
- Infant Warmers and Birthing Beds for Labor and Delivery $175,000
- Neonatal Transport Gurney $146,000
- Pediatric Transport Gurney $61,500

CARDIAC CARE
- Cardiac Cryo Ablation System $110,000
- Cardiac 3-D Mapping System $246,500

INTERVENTIONAL ENDOSCOPY
- Paul May and Frank Stein Interventional Endoscopy Center Expansion $3,300,000

NEUROSCIENCES
- Cranial Navigation System $470,000

CANCER CARE
- Digital Mammography Equipment at St. Luke’s $750,000 *
- Radiation Oncology CT Simulator $1,330,000

COMMUNITY HEALTH PROGRAMS

- African American Breast Health and Sister-to-Sister Programs $200,000
- Bayview Child Health Center $650,000
- Child Life Program for Pediatric Specialty Center $94,000
- Coming Home Hospice $650,000
- Hepatitis B Free Screening Project $75,000
- Institute for Health & Healing $630,000
- Kalmanovitz Child Development Center $350,000
- Women’s Health Resource Center $100,000

* FUNDED IN THE FIRST QUARTER OF 2011