

2010

# ANNUAL REPORT ON PHILANTHROPY

CALIFORNIA PACIFIC MEDICAL CENTER FOUNDATION

— FOUNDATION —

## 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.

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PHOTOGRAPHY BY SAUL BROMBERGER & SANDRA HOOVER

**KATHERINE WON AND  
LORI DENAULT, M.S., CCLS**

## A LETTER OF THANKS

*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



PHOTOGRAPHY BY SAUL BROMBERGER & SANDRA HOOVER

Emergency Department, Pacific Campus

— 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.”

— 2010 —

## **ABOUT CPMC**

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.

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\* Additional locations in Greenbrae and Novato

\*\* Additional locations in San Rafael and San Mateo

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**AN INTRODUCTION**

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**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

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### PATIENT CARE

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Outpatient Visits	738,428
Inpatient Cases	31,474
San Francisco Origin Inpatients	65%
Non-San Francisco Origin Inpatients	35%
Adult ED Visits	63,170
Pediatric ED Visits	16,032
Inpatient and Outpatient Surgeries (Including Transplants)	21,361
Patients Treated in the ICU	555
Patients Treated in the NICU/PICU	678
Births	6,522

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### SERVICES FOR THE POOR AND UNDERSERVED

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Traditional Charity Care	\$ 15,241,000
Unpaid Cost of Medi-Cal	\$ 75,326,000
Other Benefits	\$ 9,853,000
Total Quantifiable Services for the Poor and Underserved	\$100,420,000

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### STAFF

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CPMC Medical Staff (Including St. Luke's)	1,195
Medical Residents and Fellows	107
Medical Center Employees (Not Including Medical Staff)	6,205
Foundation Employees	31
Volunteers	1,148
Hours of Volunteer Service	96,210

## AWARDS

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- 🏆 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.



PHOTOGRAPHY BY SAUL BROMBERGER & SANDRA HOOVER

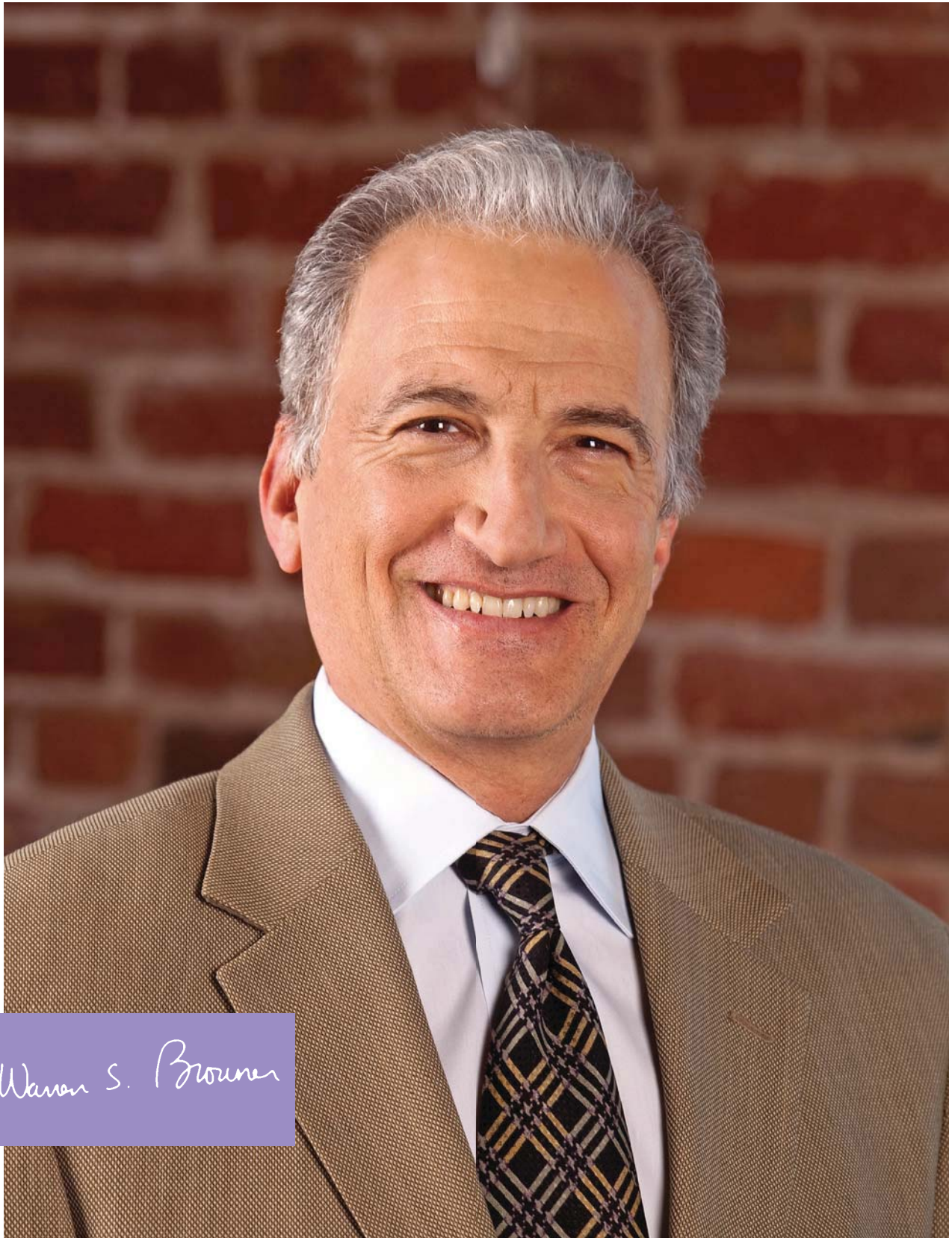
CPMC Research Institute

— OF NOTE —

- 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**



PHOTOGRAPHY BY SAUL BROMBERGER & SANDRA HOOVER

Warren S. Browner

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

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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

2010  
COMMITTEES  
& OFFICERS

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SUTTER WEST BAY HOSPITALS BOARD OF DIRECTORS

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

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OFFICERS

Chair	Robert M. Tomasello *
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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DIRECTORS

Rt. Rev. Marc Andrus	Alastair Mactaggart
Damian H. Augustyn, M.D.	Anthony W. Miles
Bill Brunetti	Scott Minick
Theodore Deikel	Tim Murphy, M.D.
Thomas John Dietz, Ph.D.	Cynthia Nestle
Roy Eisenhardt	Dennis O'Connell
Patrick E. Fry	Steven Oliver
Frank Herringer	Robert W. Osorio, M.D.
Jordan Horowitz, M.D.	Diane Pege, M.D.
Peter Jacobi	Robert A. Rosenfeld
Joan Kahr	Terri Slagle, M.D.
Ron Kaufman	Ross E. Stromberg, J.D.
Kurt Kunzel, M.D.	Michael Valan, M.D.
Steven Levenberg, D.O.	Anthony G. Wagner
Tom Lincoln	Deborah Wyatt, M.D.

2010  
COMMITTEES  
& OFFICERS

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CPMC SENIOR EXECUTIVES

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Warren S. Browner, M.D., MPH Grant C. Davies, FACHE	Chief Executive Officer Executive Vice President, CPMC and Region Administrative Officer, SWB
John B. Gates, CPA	Vice President, Finance & CFO, CPMC and Region CFO, SWB

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CPMC MEDICAL EXECUTIVE COMMITTEES

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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.

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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

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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

**2010  
COMMITTEES  
AND OFFICERS**

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**CPMC MEDICAL EXECUTIVE COMMITTEES (CONTINUED)**

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**MEDICAL STAFF DEPARTMENT CHAIRS WITH VOTE**

John P. Belzer, M.D. (Acting)	Orthopedic Surgery
Barbara M. Bishop, M.D.	Family Medicine
Edward A. Eisler, M.D.	Anesthesiology
Lorry R. Frankel, M.D.	Pediatrics
David A. Goldberg, M.D.	Psychiatry
Kevin R. Hiler, M.D.	Surgery
Elliott K. Main, M.D.	Obstetrics & Gynecology
Kirk L. Moon, M.D.	Radiology
John C. Moretto, M.D.	Pathology
Lory D. Wiviott, M.D.	Medicine

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**MEDICAL STAFF DEPARTMENT CHAIRS WITHOUT VOTE**

Brian T. Andrews, M.D.	Neurosciences
Gregory M. Buncke, M.D.	Plastic Surgery
Susan H. Day, M.D.	Ophthalmology
Thomas L. Engel, M.D.	Otolaryngology
Vincent A. Gaudiani, M.D. (Acting)	Cardiovascular & Thoracic Surgery
Robert I. Kahn, M.D.	Urology
John W. Lee, M.D.	Radiation Oncology
Robert W. Osorio, M.D.	Transplantation
Thomas J. Peitz, M.D.	Emergency Medicine

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**CPMC ADMINISTRATIVE ATTENDEES**

Warren S. Browner, M.D., MPH	CEO
Grant C. Davies, FACHE	Executive Vice President, CPMC and Region Administrative Officer, SWB
Diana Karner, R.N.	Vice President, Nursing
Allan Pont, M.D.	Vice President, Medical Affairs
Maritza Solari	Director, Medical Staff Services

2010  
COMMITTEES  
AND OFFICERS

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ST. LUKE'S MEDICAL EXECUTIVE COMMITTEES

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MEDICAL STAFF OFFICERS

Edward S. Kersh, M.D.	Chief of Staff
Samer Y. Michaels, M.D.	Vice Chief of Staff
Barbara M. Bishop, M.D.	Secretary/Treasurer

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MEDICAL STAFF MEMBERS-AT-LARGE

Laura Norrell, M.D.  
Bonita A. Palmer, M.D.

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MEDICAL STAFF DEPARTMENT CHAIRS

Angelica Andrade-Silverman, M.D.	Family Medicine
Dave Atkin, M.D.	Orthopedic Surgery
John Bokelman, M.D.	Radiology
Lisa Everson, M.D.	Obstetrics & Gynecology
Don Godbold, M.D.	Emergency Medicine
Abha Goel, M.D.	Pediatrics
Sai-Sun (Sam) Ho, M.D.	Medicine
Samer Y. Michaels, M.D.	Anesthesiology
John C. Moretto, M.D.	Pathology
Gary Rust, M.D., & Susan Bailey, M.D. (Co-Chairs)	Surgery

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ST. LUKE'S ADMINISTRATIVE ATTENDEES

Warren S. Browner, M.D., MPH	CEO
Diana Karner, R.N.	Vice President, Nursing
Dionne Miller, MPH	Chief Administrative Officer
Allan Pont, M.D.	Vice President, Medical Affairs



PHOTOGRAPHY BY SAUL BROMBERGER & SANDRA HOOVER

Dick Webb

Mark Kimbell

**FROM THE  
FOUNDATION**

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**A LETTER FROM DICK WATTS AND MARK KIMBELL**

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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

**2010  
FOUNDATION  
OFFICERS AND  
MEMBERS**

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**BOARD OF TRUSTEES**

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**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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Vice Chair	John N. Callander, M.D. *
Vice Chair	Constance B. Mardikian *
President	Mark Kimbell *
Treasurer	Linda F. Dougherty *
Secretary	Leslie Ferguson-Dietz *

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Gail K. Glasser *	
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Ted G. Hoffman *	
Mrs. Richard A. Horning	
George F. Lee, M.D.	
Christopher E. Lenzo	

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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

2010  
FOUNDATION  
OFFICERS AND  
MEMBERS

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BOARD OF COUNSELORS

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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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OFFICERS

Co-Chair Kaatri B. Grigg  
Co-Chair Toby Rosenblatt

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MEMBERS

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Alastair A. Mactaggart  
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Shelby Notkin  
Susan Robinson  
Michael A. Roosevelt  
Thomas R. Russell, M.D.  
Mrs. Mary Ann Milius St. Peter  
G. Craig Sullivan  
Mrs. Loulie H. Sutro  
Patrick S. Thompson, Esq.  
Ann R. Thornton  
Joseph N. Wineroth III



PHOTOGRAPHY BY SAUL BROMBERGER & SANDRA HOOVER

A support group at CPMC's Women and Children's Center

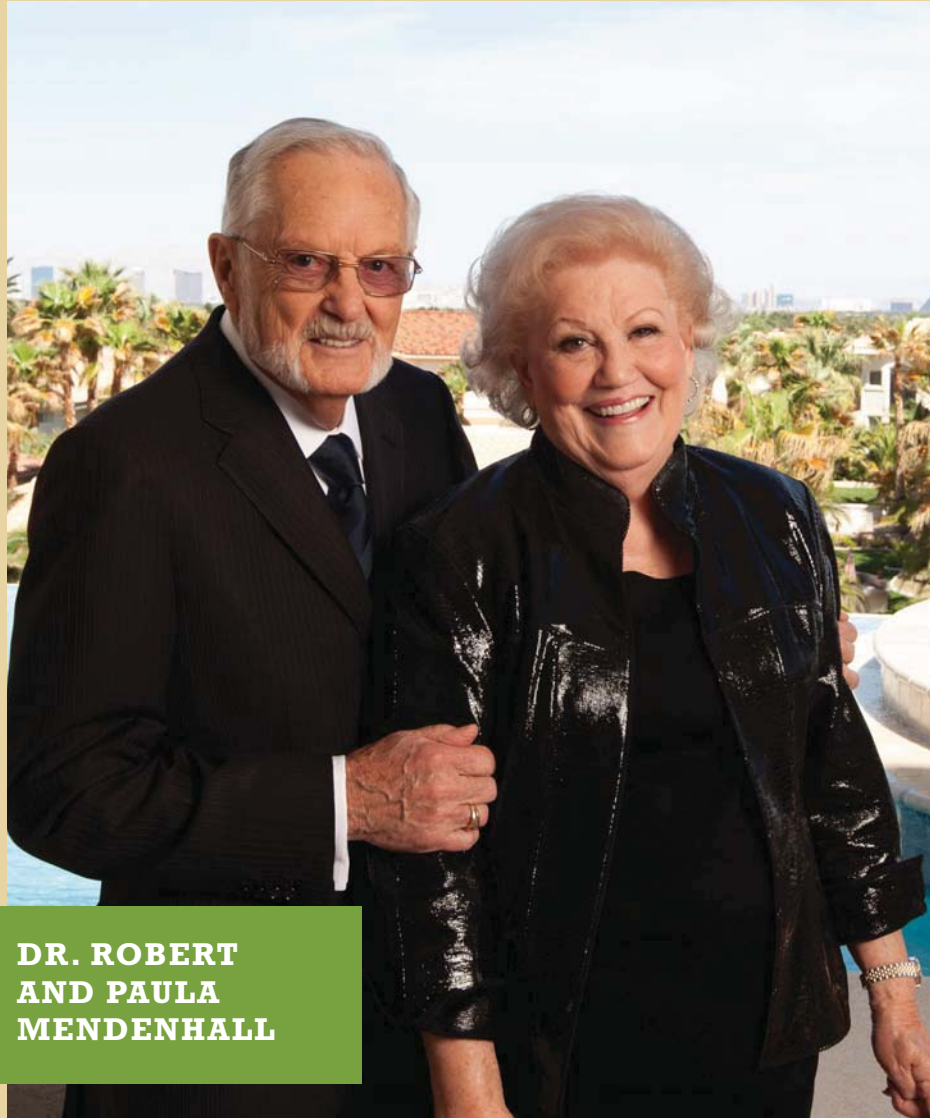
— OF NOTE —

- 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.

— 2010 —

## MAKING A DIFFERENCE

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.



**DR. ROBERT  
AND PAULA  
MENDENHALL**

PHOTOGRAPHY BY JEFF GREEN

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**PIONEERS CONNECTED BY HEART**

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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

IF YOUR GOAL IS TO ↓	CONSIDER ↓	BENEFITS ↓
<p>Improve ongoing medical programs, equipment, and operations.</p>	<p><b>ANNUAL GIFT</b></p>	<p>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.</p>
<p>Make a gift to the Medical Center as part of your personal long-term financial and estate planning.</p>	<p><b>BEQUEST GIFT</b></p>	<p>Leave a lasting legacy by naming CPMC as a beneficiary in your will, trust, or estate plan.</p>
<p>Increase your retirement income and support the Medical Center at the same time.</p>	<p><b>LIFE INCOME GIFT</b></p>	<p><b>CHARITABLE REMAINDER TRUST</b>            Avoid capital gains taxes on appreciated property, increase personal income, and reduce estate taxes.</p> <p><b>CHARITABLE GIFT ANNUITY</b>            Increase retirement income and reduce taxes. Fixed rates, as high as 9.5%, based solely on age, and guaranteed for life.</p>
<p>Secure the future of health care by investing in state-of-the-art technology, construction, and/or renovation of medical facilities.</p>	<p><b>CAPITAL GIFT</b></p>	<p>Opportunity to name a facility or program in your honor or as a tribute to a loved one.</p>
<p>Ensure funding of your preferred program, department, or physician in perpetuity.</p>	<p><b>ENDOWMENT FUND</b></p>	<p>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.</p>
<p>26 Donate a gift of goods or services.</p>	<p><b>IN-KIND GIFT</b></p>	<p>Tax deduction for fair market value of goods or services within IRS guidelines.</p>

## 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

- Cash
- Appreciated securities
- Real estate
- Income from a charitable lead trust

- 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](http://cpmcf.org) and click “Ways to Give” in the top menu bar.



PHOTOGRAPHY BY SAUL BROMBERGER & SANDRA HOOVER

**Neonatal Intensive Care Unit, California Campus**

— 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.

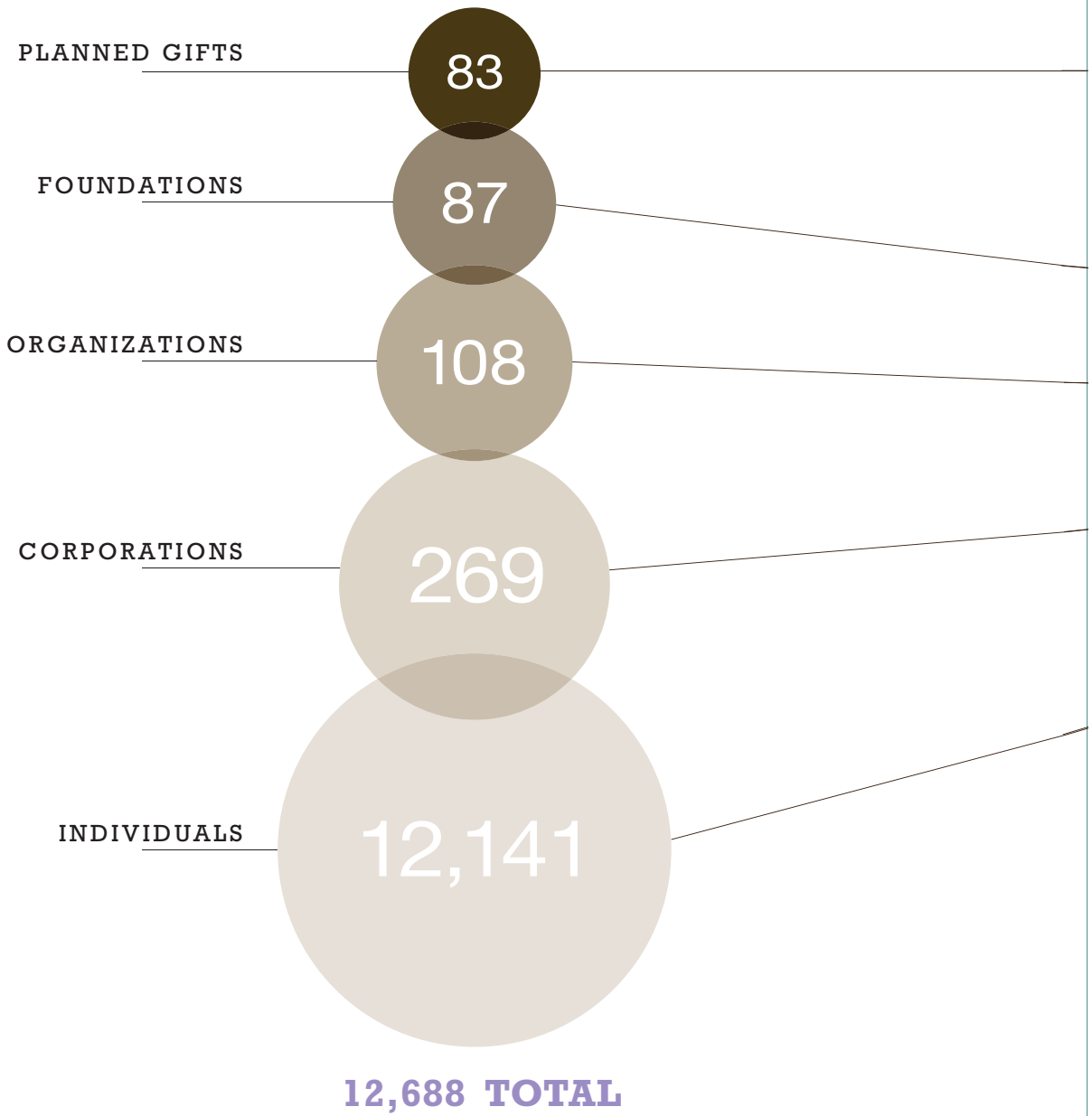
— 2010 —

## FUNDING ACHIEVEMENTS

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.

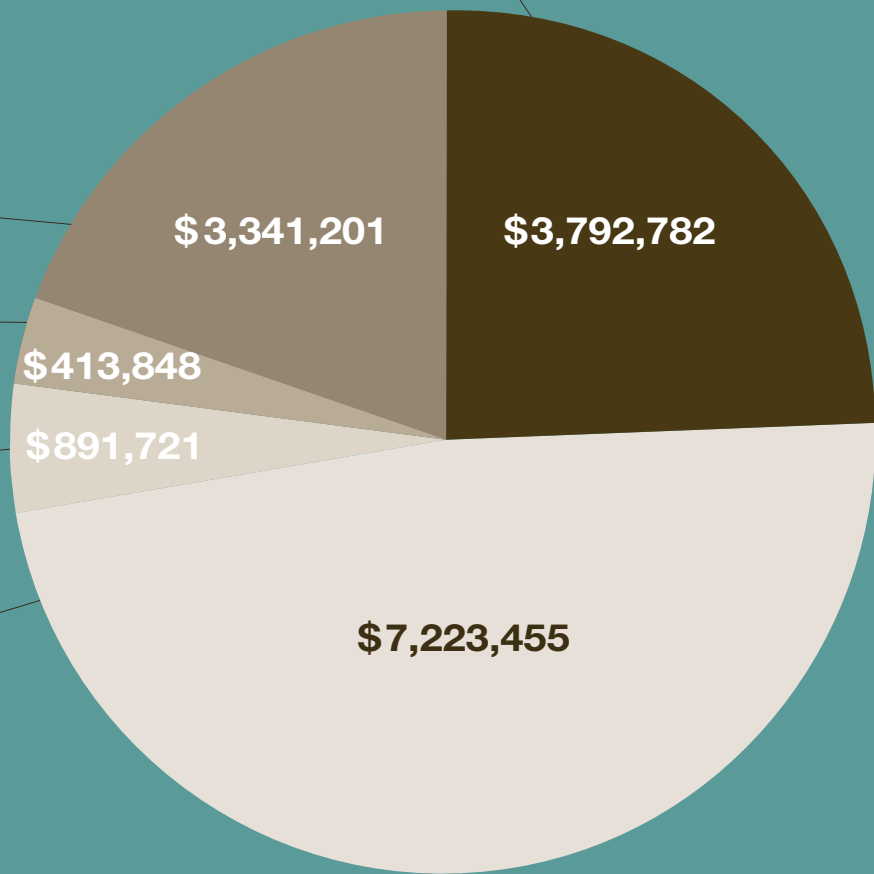
**2010 GIVING  
STATISTICS**

**NUMBER OF GIFTS  
(RECEIVED AND PLEDGED)**



**2010 GIVING  
STATISTICS**

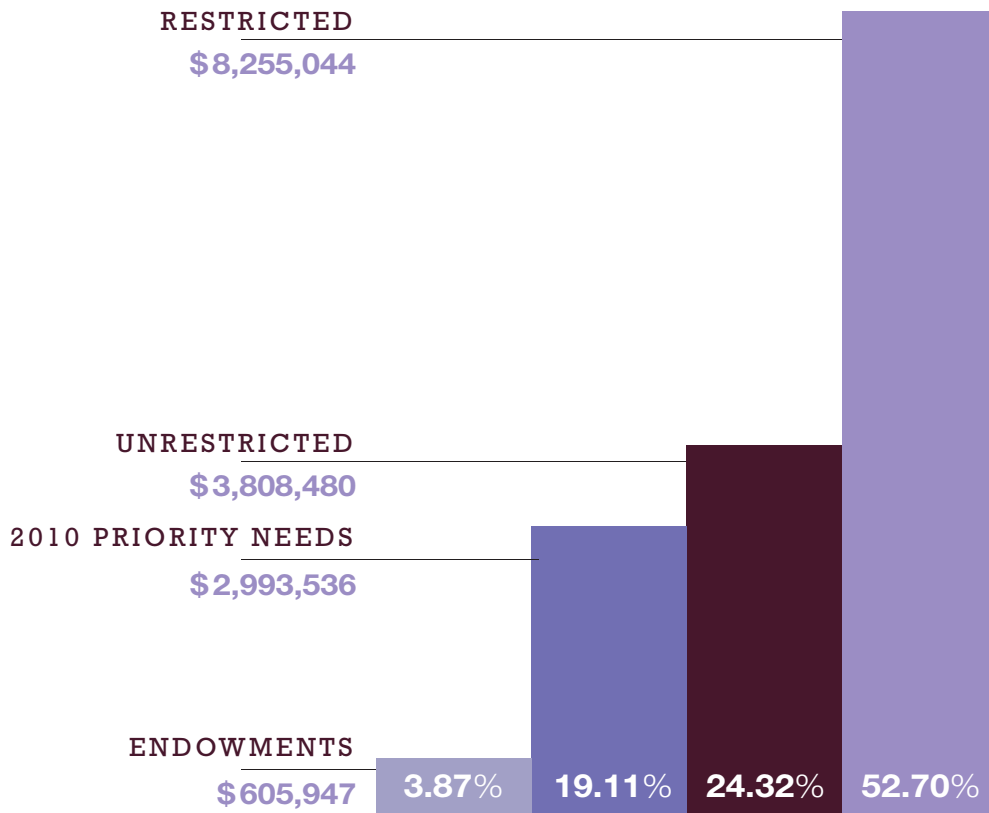
**DOLLARS RAISED  
(RECEIVED AND PLEDGED)**



**\$15,663,007 TOTAL**

**2010 GIVING  
STATISTICS**

**HOW DOLLARS RAISED WERE ALLOCATED  
(RECEIVED AND PLEDGED)**



**\$15,663,007 TOTAL**

## 2010 ANNUAL PRIORITIES

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### OUR DONORS HELPED SUPPORT THESE ANNUAL PRIORITIES IN 2010

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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.

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#### 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

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#### 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	\$ 55,347 *

\* FUNDING TARGET MET IN FULL

+ RECEIVED SOME CARRYOVER FUNDING FROM 2009

## 2010 FUNDING HIGHLIGHTS

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### THESE AREAS RECEIVED SIGNIFICANT FUNDING IN 2010

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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.

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#### 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

## FINANCIAL STATEMENTS

### STATEMENTS OF FINANCIAL POSITION DECEMBER 31, 2010 AND 2009

	2010	2009
<b>ASSETS</b>		
<b>Current assets</b>		
Cash and cash equivalents	\$ 2,858,528	\$ 3,464,213
Short-term investments	130,890,771	122,998,713
Pledges and split interest agreements receivable, net	1,171,476	3,000,109
Other current assets	604,212	900,069
<b>Total current assets</b>	<b>135,524,987</b>	<b>130,363,104</b>
<b>Non-current investments</b>		
Real property	57,964,612	51,578,256
Pledges and split interest agreements receivable, net, less current portion	3,685,000	3,685,000
Other assets	15,862,150	11,907,750
	400,346	192,056
<b>Total assets</b>	<b>\$213,437,095</b>	<b>\$197,726,166</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities	\$ 420,330	\$ 649,786
Due to California Pacific Medical Center	3,674,328	7,706,837
Obligations under annuity agreements	657,718	610,824
<b>Total current liabilities</b>	<b>4,752,376</b>	<b>8,967,447</b>
<b>Non-current liabilities</b>		
Obligations under annuity agreements, less current portion	4,028,808	3,229,189
Revocable gifts	2,000,000	2,000,000
Other	677,035	677,035
<b>Total non-current liabilities</b>	<b>6,705,843</b>	<b>5,906,224</b>
<b>Net assets</b>		
Unrestricted	101,528,368	85,127,455
Temporarily restricted	56,297,286	55,021,555
Permanently restricted	44,153,222	42,703,485
<b>Total net assets</b>	<b>201,978,876</b>	<b>182,852,495</b>
<b>Total liabilities and net assets</b>	<b>\$213,437,095</b>	<b>\$197,726,166</b>

## FINANCIAL STATEMENTS

### STATEMENTS OF OPERATIONS AND CHANGES IN NET ASSETS FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

	2010	2009
<b>UNRESTRICTED NET ASSETS</b>		
Unrestricted revenues, gains, and other support		
Contributions	\$ 2,479,514	\$ 2,230,069
Investment income (loss)	2,574,230	(6,948,781)
Net assets released from restrictions	8,894,598	13,401,944
Other revenue	1,692,481	1,832,850
Service contract with California Pacific Medical Center	6,728,916	6,728,916
<b>Total unrestricted revenues, gains and other support</b>	<b>22,369,739</b>	<b>17,244,998</b>
Unrestricted expenditures and operating expenses		
Program expenditures:		
California Pacific Medical Center	18,247,133	27,223,049
Others	555,702	566,312
<b>Total program expenditures</b>	<b>18,802,835</b>	<b>27,789,361</b>
Management and general	1,043,795	1,893,643
Fund raising	3,289,203	3,061,268
<b>Total unrestricted expenditures and operating expenses</b>	<b>23,135,833</b>	<b>32,744,272</b>
Change in net unrealized gains and losses on investments	17,167,007	38,604,373
<b>Change in unrestricted net assets</b>	<b>16,400,913</b>	<b>23,105,099</b>
<b>TEMPORARILY RESTRICTED NET ASSETS</b>		
Contributions	\$10,419,505	\$ 7,111,518
Investment income (loss)	134,331	(56,252)
Change in net unrealized gains and losses on investments	172,537	615,672
Change in valuation of pledges and split interest agreements	(556,044)	192,359
Net assets released from restrictions	(8,894,598)	(13,401,944)
<b>Change in temporarily restricted net assets</b>	<b>1,275,731</b>	<b>(5,538,647)</b>

## FINANCIAL STATEMENTS

### STATEMENTS OF OPERATIONS AND CHANGES IN NET ASSETS FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009 (CONT'D)

	2010	2009
<b>PERMANENTLY RESTRICTED NET ASSETS</b>		
Contributions	1,449,737	1,216,416
Change in permanently restricted net assets	1,449,737	1,216,416
Change in net assets	19,126,381	18,782,868
Net assets at beginning of year	182,852,495	164,069,627
Net assets at end of year	\$201,978,876	\$182,852,495

### STATEMENTS OF CASH FLOWS

<b>OPERATING ACTIVITIES</b>		
Change in net assets	\$ 19,126,381	\$ 18,782,868
Adjustments to reconcile change in net assets to net cash (used in) provided by operating activities:		
Change in net unrealized gains and losses on investments	(17,339,544)	(39,412,404)
Net changes in operating assets and liabilities		
Net pledges and split interest agreements receivable	(2,125,767)	4,670,038
Other assets	87,567	2,284,385
Accounts payable and accrued liabilities and other liabilities	(229,456)	(210,479)
Due to California Pacific Medical Center	(4,032,509)	3,576,591
Obligations under annuity agreements	846,513	(267,172)
Net cash used in operating activities	(3,666,816)	(10,576,173)
<b>INVESTING ACTIVITIES</b>		
Purchases and sales or maturities of investments, net	3,061,130	4,433,737
Net increase in cash and cash equivalents	(605,685)	(6,142,436)
Cash and cash equivalents at beginning of year	3,464,213	9,606,649
Cash and cash equivalents at end of year	\$2,858,528	\$ 3,464,213



PHOTOGRAPHY BY SAUL BROMBERGER & SANDRA HOOVER

**Coming Home Hospice**

— 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.

## OUR SUPPORTING PARTNERS

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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.

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### 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.



**CPMC FOUNDATION**  
AT 2015 STEINER STREET

PHOTOGRAPHY BY SIMON FU

**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**

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Sarah Goldberg

MAKE A POSITIVE IMPACT IN OUR COMMUNITY BY HELPING TO  
FUND THESE 2011 PHYSICIAN-DESIGNATED PRIORITIES FOR CPMC

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NEW EQUIPMENT AND EXPANSION

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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
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NEUROSCIENCES

Cranial Navigation System	\$ 470,000
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CANCER CARE

Digital Mammography Equipment at St. Luke's	\$ 750,000 *
Radiation Oncology CT Simulator	\$1,330,000

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COMMUNITY HEALTH PROGRAMS

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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