

*Amado & J.B. Peña*  
*Art Has Heart News*

# Lou Wins

Dear Friends:

It is quite unusual to produce two newsletters in such a short period as is the case this month. However, it is also unusual to have experienced what all of us have in the past few weeks. It has been a strange but wonderful few weeks. This newsletter and the reason for it have to do with the recently crowned "King of the Jungle", Lou Diamond Phillips.

I don't know if everyone else found the symmetry in Lou's new title but consider the following. Lou was nominated for a Tony Award for his work in the Broadway play, *The King and I*. Last year, he performed the role of King Richard in the Broadway production, *Camelot*.

Last week, in the jungles of Costa Rica, Lou was crowned ..... KING. Apparently, Lou and the title of king get along quite well. That makes – count 'em – three kings.

As I write this newsletter, the one big question still goes unanswered. During the last week, I have been

**Executive  
Director  
Comments**

asked the magic question often. The question, of course, is how much money will Art Has Heart receive?

Well, the quick answer is that we do not know. The folks at NBC and Granada Productions USA left the donation phone lines

and web donation page up until June 30. They had contracted for a month and wanted a month's return.

While I have asked those people I know at NBC and Granada Productions (from the show, of course) and they tell me that NBC is the final arbiter of the money aspect of this and



they are not saying anything. As a result, we just wait.

I don't want to close this note without sending out a note to Lou:

When I received the call from you I was stunned. When I started working with NBC, I knew it wasn't a dream. When I saw Art Has Heart listed with many big time charities on NBC's charity page, I was part proud and part nervous. I must say that I never visualized it. When I watched you eating a tarantula to enduring the rat bites, I knew we had the only thoroughbred in the race. From stitches to bug bites to hanging above the river to the slasher film to those final, harrowing 17 seconds before they called your name, I was with you in Costa Rica. What a ride!

Thanks for thinking of us. Thanks for enduring much, especially the loss of contact with your family, to make life better for kids you don't know and will probably never meet. Thanks for conducting yourself with honesty, integrity, and compassion. You were, for three weeks, the Lou Diamond Phillips we all know. It would only be fitting to end with this word –

Blessings.

*Mike R. DeVault* ♥



## Getting Ready

When one receives a call like I received at the end of May, one's memory of what was said seems to fade somewhat quickly. Lou Diamond called one May afternoon and he was sitting in the offices at NBC Studios in Burbank. He was about to sign a contract, he told me, to be on a reality TV series called, "I'm a Celebrity... Get Me Out of Here". He was filling in the line of the contract where he indicated what charity(ies) he wants to play for and he wants to make sure he has it right. He says he has written "Legacy Art Albuquerque: Amado & JB Pena Art Has Heart and St. Pius X High School Foundations." I tell him that he has it correct. I'm somewhat in shock because I should have noted that "Legacy Art Albuquerque" is not a charity but only a title.

After the phone call was finished, I thought maybe that I

had dreamed it. My wife was present when the call came so she had to confirm, multiple times, that the call really occurred.

A few days later, the first of many calls from NBC came my way. They were trying to get us approved as a charity for the show and when they searched the database for all legitimate IRS approved charities, "Legacy Art Albuquerque" didn't show up. True enough. Lou was already on the way to Costa Rica so a lawyer and I decided since he listed us first, after the colon, that he would play for both under the name, "Amado and JB Pena Art Has Heart". The legal staff at NBC was able to find us in the list of approved charities and away we went.

At that point, we began to get everything ready. I received countless email blasts that were

to be sent to everyone that I have ever known that I had email addresses for and St. Pius did the same thing. We did everything humanly possible to get the word out to anyone and everyone we knew to prepare them for the debut of the TV show.

We tried to revise our website but that ran into a host of problems so instead we created an Art Has Heart page on Facebook that was and continues to be a success. Hundreds of people that none of us know became our "Facebook Friends" and many of them became volunteers in the Lou Diamond Phillips celebrity army. We networked through everyone on our boards of directors and advisors and asked them to create many more volunteers within their circle of friends and associates and I am confident that it helped Lou win.



Lou conquers the trials in the jungle.



## Art Has Heart on The View

One of the most pleasant experiences of the early days of the show was an email from our very first scholarship recipient, twelve years ago, to the daytime TV show, "The View". The ladies on the show were knocking Lou Diamond Phillips for doing a TV show like "I'm a Celebrity...Get Me Out of Here". Nita Delgado was watching the show from her San Francisco home and did not like the criticism being directed at Lou. As a result, she sent the show the following email:



non-profit organization with the goal of providing college and university scholarships to low income families. I grew up in a low income household in Taos, New Mexico, with a single mother, and was able to go to a local college because of this charities' contribution. My further ambition led me to receive a Bachelor of Arts degree from the University of Southern California (USC). It is admirable that stars like Lou Diamond Phillips can use their fame to help such a great cause.

Please keep this in mind as the show continues: That all the celebrities on the show are also there to represent their chosen charity, which creates a lot more at stake than just their profession. Thank you.

### **Nita Delgado**

I have heard that this email was subsequently read on *The View* and additional comments were made but I didn't see the show and cannot report how this turned out. Nita definitely had her say and it is great to see one of the foundation's scholarship recipients have her way with *The View*.

This is necessary for The View to point out because Art Has Heart is an excellent charity that helps promising young people, especially artists. I was the first student to receive a scholarship from Lou Diamond's chosen charity, now 12 years ago. I am very honored and grateful for his support of this

### **How the payoff works**

I am sure that many folks who read this special newsletter have little idea of how the payoff has been set up by NBC. To make sure that everyone has an understanding of how this all works, the chart below should help your understanding. There were 13 celebrities that participated in the show at one time or another.

Every participant wins money for their chosen charity. It is divided thusly:

- ♥ Celebrities finishing fourth through 13<sup>t</sup>  
6.67% of the charity fund \*
- ♥ Celebrities finishing second and third  
13.34% of the charity fund
- ♥ "King of the Jungle"  
20.00% of the charity fund

The Charity Fund is the biggest mystery surrounding the show. There is no way to figure out how much money is actually in the fund. How does money get in the fund? During the show, viewers were asked to make a donation to the fund. They could do so online or by phone. The charity fund was also enhanced by those who paid \$1.00 per vote to vote by text message. That went up to \$5 per vote the last night. Finally, if you watched every episode, you might remember a live commercial for a new product from Colgate, which allowed the remaining celebrities to brush their teeth without water. Colgate donated \$1,000,000 to the charity fund for the TV exposure for their new product.

In the end, it is apparent that Art Has Heart will receive the biggest donation it has ever received. It will be a glad day for us and the kids that ultimately benefit from Lou's generosity.



## What they said

The congratulatory emails were many and far too many to print here. Instead, this is just a sampling of the well wishes we received. Enjoy.

- ♥ Congratulations, LOU! And congratulations to Art Has Heart and St. Pius!! This is incredible!!!
- ♥ WAY TO GO, LOU. Congrats Art Has Heart and St. Pius!!!
- ♥ Lou had it from “the get go”. Congrats king of the jungle, Art Has Heart, and St. Pius X High School!!!! And thanks to everyone who aided AHH & SPX and voted for Lou.
- ♥ WAY TO GO, LOU. We were voting for you the whole way.
- ♥ Congratulations to Lou and Art Has Heart.
- ♥ Rock on, LDP
- ♥ My eight phone calls paid off. Yeah!
- ♥ My calls paid off, too.

## What a little publicity can do

During the course of the TV show, Art Has Heart received 71 requests for funding. Unfortunately, many of the requests came from moms, dads, and kids who do not live in the five states where Art Has Heart is approved to provide support. Each one received a written response from us but it is always a bit sad to say no to someone that needs the help.

However, on the bright side, we have a number of applicants that we would have never known if not for the show. I am confident that we will be able to help some of these kids.

We will, of course, wait for the final financial figures but it provides a nice feeling to know that Art Has Heart will be able to help a number of students and a few school art programs that need our help. In future newsletters, we will provide a complete report of the students that have received help for 2009-2010.

## ♥ Final thoughts ♥

If anyone who receives this newsletter and feels the urge to say “thanks” with a card or a letter, please forward it to

**Lou Diamond Phillips**  
c/o Art Has Heart Foundation  
P.O. Box 57045  
Albuquerque, NM 87187-7045

I assure you that any and all expressions of thanks will be sent to Lou at his California home. I know that he would love to hear from you and would especially enjoy any stories you can share of your thoughts about “I’m a Celebrity”.



If pictures do, indeed, paint a thousand words, then you should enjoy the picture tribute that this newsletter contains. The pictures are a visual reminder of what 15 wonderful days in June, 2009, look like and serve as a very small tribute to the “king of the jungle”.

