Lives of L.I.F.E.

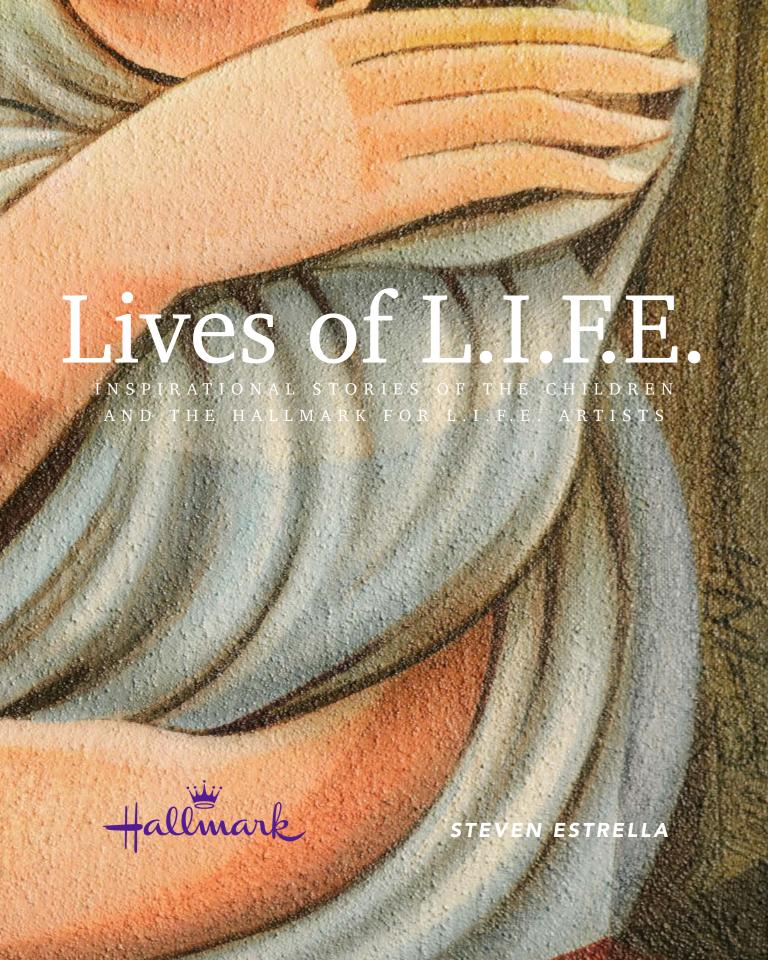
INSPIRATIONAL STORIES OF THE CHILDREN AND THE HALLMARK FOR L.I.F.E. ARTISTS



Lives of L.I.F.E.

INSPIRATIONAL STORIES OF THE CHILDREN AND THE HALLMARK FOR L.I.F.E. ARTISTS







Steven Estrella



Filstar Distributors Corp. Hallmark Philippines 106 Shaw Blvd., Brgy. Kapitolyo, Pasig, 1603

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ISBN: 990-6-123456-07-1

123456789

Printed and bound in the Philippines





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Acknowledgements

irst and foremost, thank you Lord for the guidance all throughout the process of this project. For less than 10 months I was able to gather all the information of the content, conduct the photoshoots of the people included and able to produce this book. Thank you to all the people who got involved in the making of this book.

Photography grew in me a year before going to college and one of the main reasons why I took up Fine Arts in the University of Santo Tomas - to hone my skills in this field of art.

As I learn my way through it, it was a privilege to be taught by our college photography professors Fernando Torres and Jed Regala who shared their knowledge about the different techniques and applications in photography. And as I push my way through this project, professor and my adviser Carrie Torres is the one who served as the main guide in keeping the track of this project straight.

The photo shoots are mostly done alone due to some privacy policies but to the person who was able to help and assist me since the first production day of this project, thank you. Jemy Sta. Ana served as an all-around helping hand and a companion through the ups and downs of this project. A stress reliever and a source of inspiration and motivation everyday.

The shoots would not be possible without the help from the staff of Filstar Distributors Corp and L.I.F.E. Foundation, especially to Mrs. Yatco, who gave so much time and effort in making this book come to life and believing in my vision; and to the artists and parents of the children featured in the book.

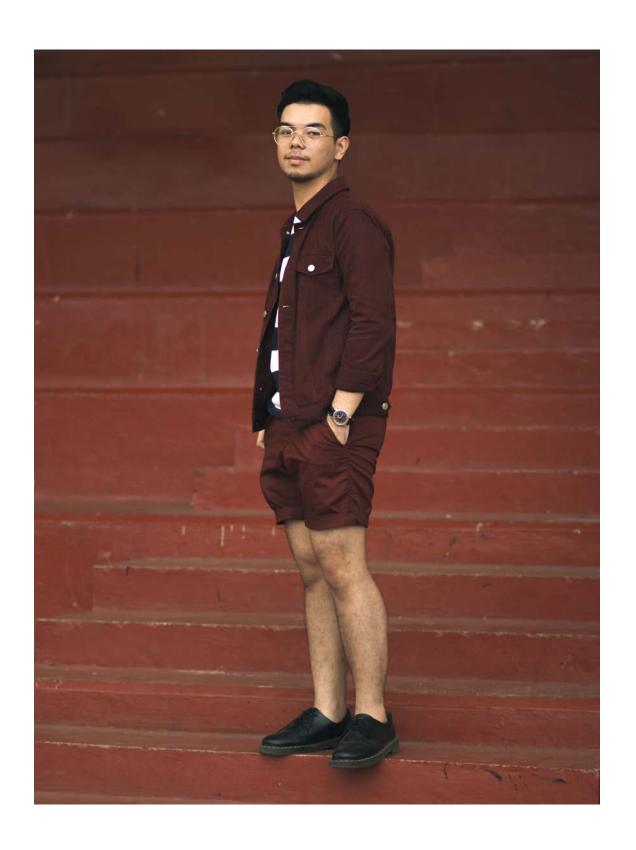
Lastly, I am extending my unending gratitude to my family and relatives who never stopped believing and supporting me behind all my activities since then. Thank you so much!



About the Author

🐧 teven Estrella is a Manila-based visual artists and photographer specializing in portraits, events and fashion. A degree holder of Fine Arts and Design from the University of Santo Tomas, Manila, Philippines and the former VP for Creatives and Design of the university's official photography organization, Fotomasino - The Thomasian Photographers Guild. To produce something new and fresh in the eyes of his audience is what he is always aiming for.

Steven got his first digital SLR when he was 15 years-old and from that moment, his journey in photography started. Through time, his knowledge in using this medium as an expression of his art widens and leveled-up. Curiosity in different forms of photography - landscapes, street, food photography, etc. - helped him be more comfortable behind the camera. He is active in joining photography competitions outside and inside the country; one thing that built the solid foundation in his skills in capturing stunning images.



Introduction

ife can be easily described as simple as something that is capable of growing, reproducing and doing functional activities.

This definition reflects every human being's capability to live.

But what if it was taken away from you?

For this foundation, life is as precious as a diamond; it will last for a long period of time. And for the past 21 years, *L.I.F.E.* Foundation and Hallmark Philippines has been saving lives of indigent leukemic children through art - Hallmark for L.I.F.E.; helping them continue live a life that was once held to an end.

For the author, the story of different lives of people always serves as an inspiration. Sharing it fuels the willingness of people to live in any way or form they wished to. Capturing it gives more essence and color to their untold stories.

The first part of the book will share stories about life, passion and art, and the masterminds behind the masterpiece of the yearly covers of the Hallmark for L.I.F.E. greeting cards showcasing the tradition and culture of *Paskong Pinoy*; the greeting cards that mainly provide medical support for the children of L.I.F.E.

The second and last part of the book is the vibrant lives of L.I.F.E. Children. Their surreal experiences and stories of battling a killer disease - leukemia. Get to know them. Listen to their simple stories of joys and dreams and how you were able help them continue their lives.



WHERE IT ALL STARTED

he Leukemic Indigents Fund
Endowment Foundation,
commonly referred to as L.I.F.E.,
was organized in February 1995
under the leadership of Dr. Alendry Caviles, Jr.
with the mission of helping leukemic children
especially from the poor families. Alongside
L.I.F.E.'s financial assistance to the family of
these children afflicted with leukemia, the
Foundation aims to provide holistic help in
response to the children's social, psychological,

emotional, and spiritual needs. The core values the Foundation tries to instill are compassion, prudence, and teamwork.

The Adopt A Leukemic Child Program is the foundation's principal service by which poor leukemic children are adopted by L.I.F.E. or by a benefactor for the funding of the children's chemotherapy for a number of years. Various social activities and events in L.I.F.E. are likewise set for the whole year including



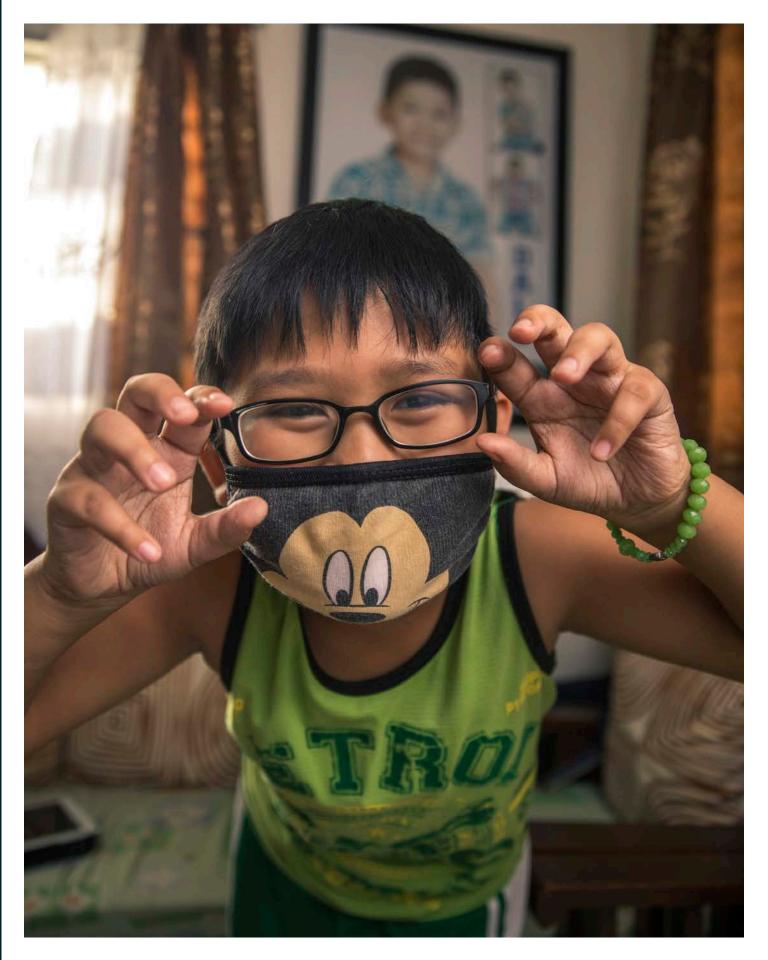


birthday parties, a mini-Olympics event, foundation day, and Christmas party, among others. In partnership with other concerned public and private individuals and groups, painting and musical sessions, and educational tours are also conducted by the Foundation. For the parents, one-on-one consultations with staff members of L.I.F.E. can be availed.

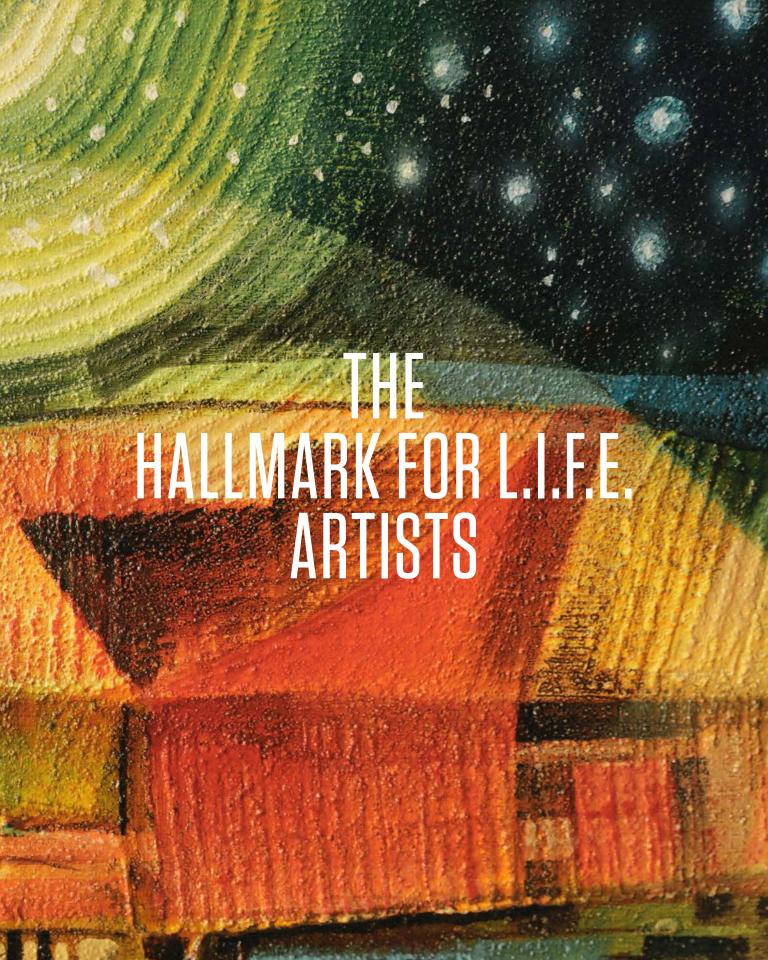
Hallmark for L.I.F.E. is a charitable project conceptualized in partnership with postcard company Hallmark Philippines to help the Foundation in supporting the children with

leukemia. Every Christmas season, a special set of Christmas greeting cards are made by Hallmark, by which parts of its proceeds will be donated to the Foundation. Different local artists and photographers are tapped to lend their artworks and be made as covers of the greeting cards.

Over the past 21 years, the L.I.F.E. Foundation has strongly and successfully helped to cure 76 leukemia patients and has provided assistance to more than 300 children.











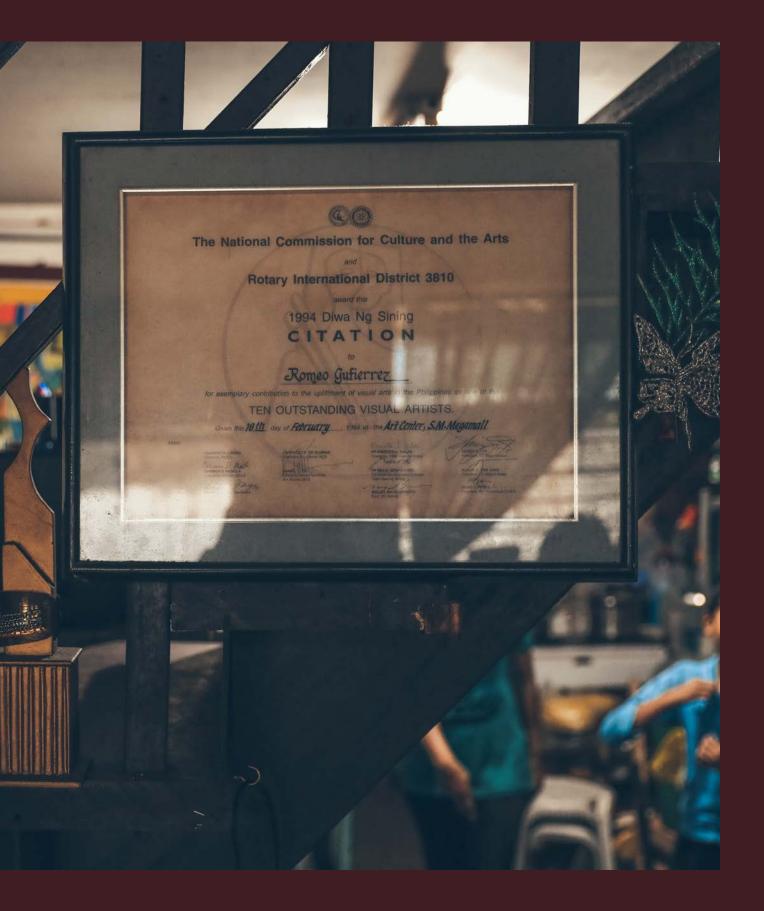
in college. In point of fact, he was previously awarded first prize by the prestigious art organization, the Art Association of the Philippines.

His "career" at Hallmark for L.I.F.E. started when after he was challenged upon seeing the cards—produced by the said company—displayed at a bookstore, as Romeo recalls. "I said, gusto ko rin," he commented, referring to his sprouted desire to contribute card designs specifically for L.I.F.E. He wanted to help the indigent children with cancer even alongside lack of monetary compensation for doing it.

When and how did your interest in painting start?

When I was still in grade school, I was already really good at drawing. I was imitating my father doing some portraits, some landscapes, and others then that developed. My father, and I can still remember what he said, "Ang galing mo mag-drawing. Dapat mag-Fine Arts ka." So, that's it.







What is your biggest achievement as an artist?

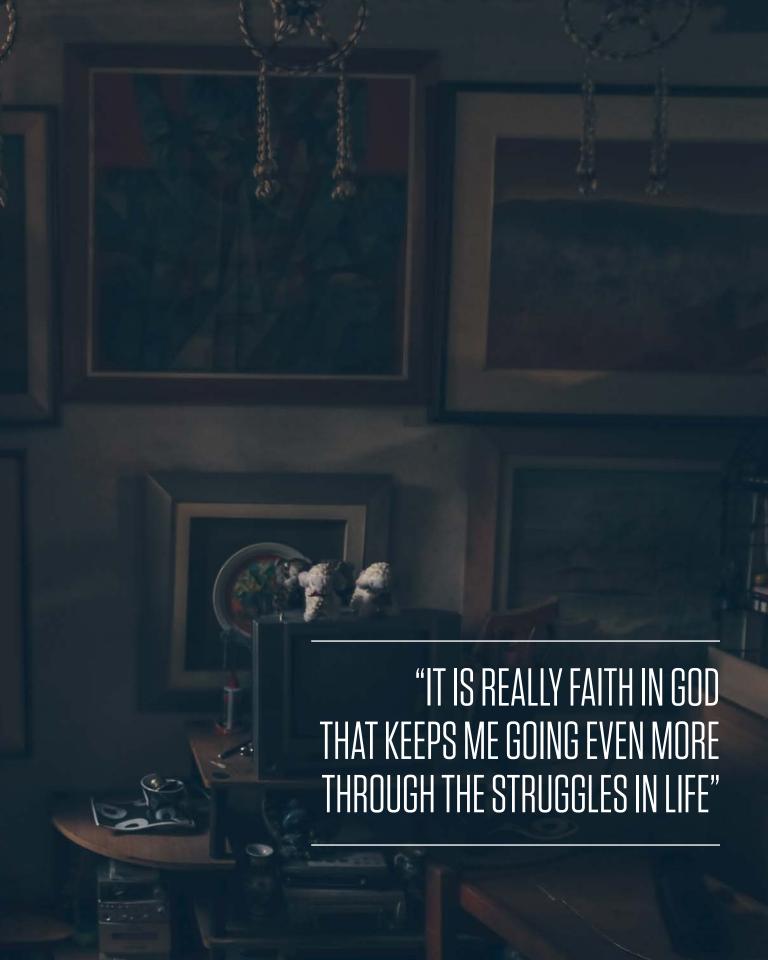
For me, one of my biggest achievements is to be awarded as an outstanding UST Alumni. I am very happy about it because achieving such really means something when thousands of students actually graduate in the University every year.

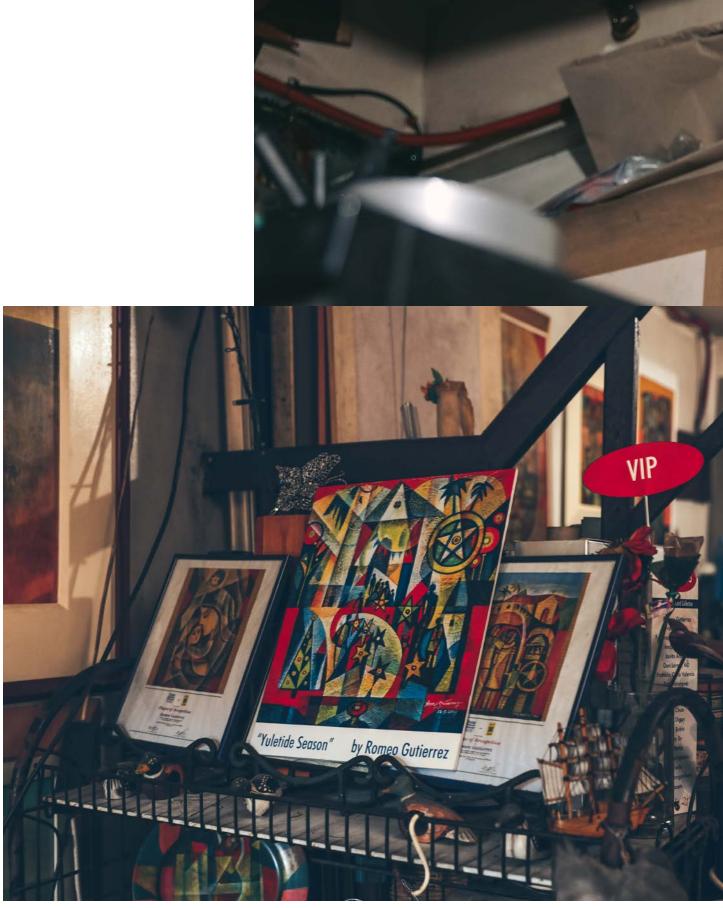
What is the best advice you can give to all young artists?

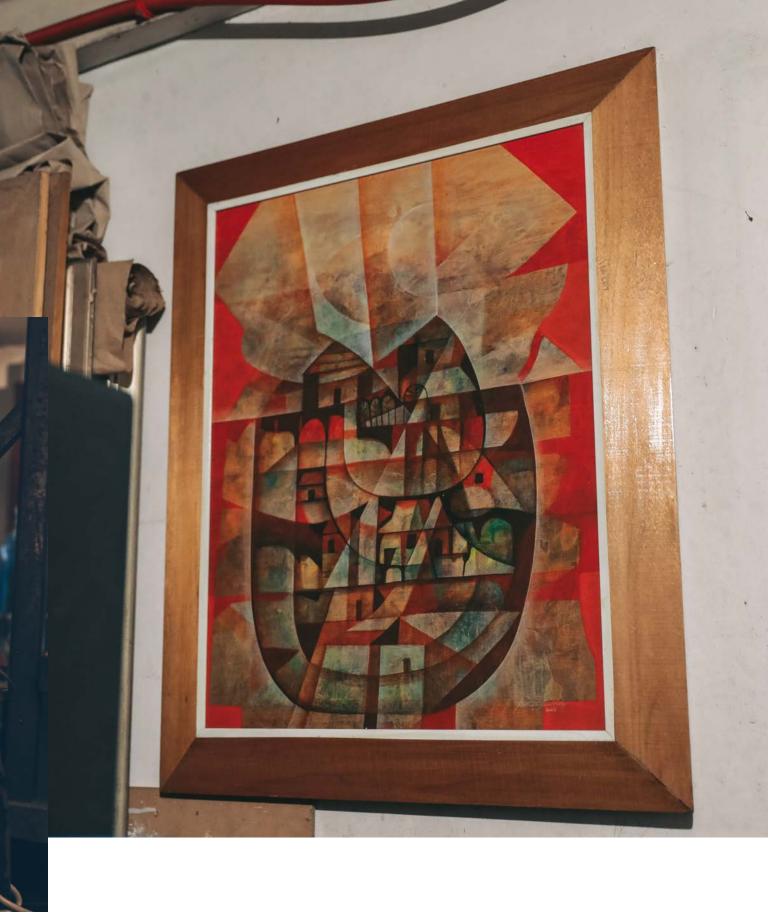
I've been a student myself. I've been also a struggling artist. Now, it's just really hard work; you have to work hard for it. Then, you have to persevere. If you are a painter and you wanted to be known, discover your own identity. You [will be] known if you possess something na ikaw lang ang meron.















PETE VELASQUEZ

am back to my first love, summarizes the present narrative of the life of Pete Velasquez as a visual artist who has earlier immersed himself into the full-bodied experience of being a salaried architect for more than three decades here and abroad. His old love for painting astoundingly refused from wearing out within the very hollows and caverns of his arty soul after a significant amount of time of being busy as a building designer. Bubbling contemporaneous opportunities come off, but to

him, first love prevails and never dies.

Pete was born in a rural town in Isabela in the northern part of Luzon and was raised by his grandmother. He went to the Mapúa Institute of Technology in Manila as a working student and there has received a full scholarship in his third year of study. From being a toddler full of energy until becoming a kid snooper of brushes and inks, he would gladly recall a childhood tale that perhaps started it all. "One of my teachers in elementary [school] always gets mad







at me for drawing illustrations on the table. She would ask, 'Ano 'yang pinagda-drawing mo?' But later on, ako ginawa niya taga-drawing sa class. There it started," recollects Pete.

Being an artist means a bump into cords of infinite challenges and Pete would enthusiastically tell an internally induced one. When asked about his artistic medium of choice, he said his favorite has to be oil because it is the toughest medium in painting, according to him. Pete, aside from painting, likewise does live sketching where he uses pastel, charcoal, and watercolors, together with other artists from The Tuesday Group. From this activity, his skill in

portraiture perks up where he also gets the opportunity to mingle with other artists as conversing with them, he says, is a good, constructive experience.

What is the best thing about painting?

Fulfillment. Self-fulfillment. No matter what, even though your work is unpleasant or not that good, it becomes beautiful because it's original. In fact, there is a saying that goes, "Your worst original may become your greatest masterpiece."





"I AM BACK AT MY FIRST LOVE -PAINTING"

What is your biggest achievement as an artist?

I get a lot of joy when people see my paintings and regard them to be beautiful. Even without receiving an honorific medal or any recognition, I am already priced and more than happy when people say to me, "Mang Pete, ang ganda ng painting n'yo na 'yan, talagang napakaganda [Mang Pete, that painting of yours is beautiful, truly beautiful]."

What is the best advice you can give to all young artists?

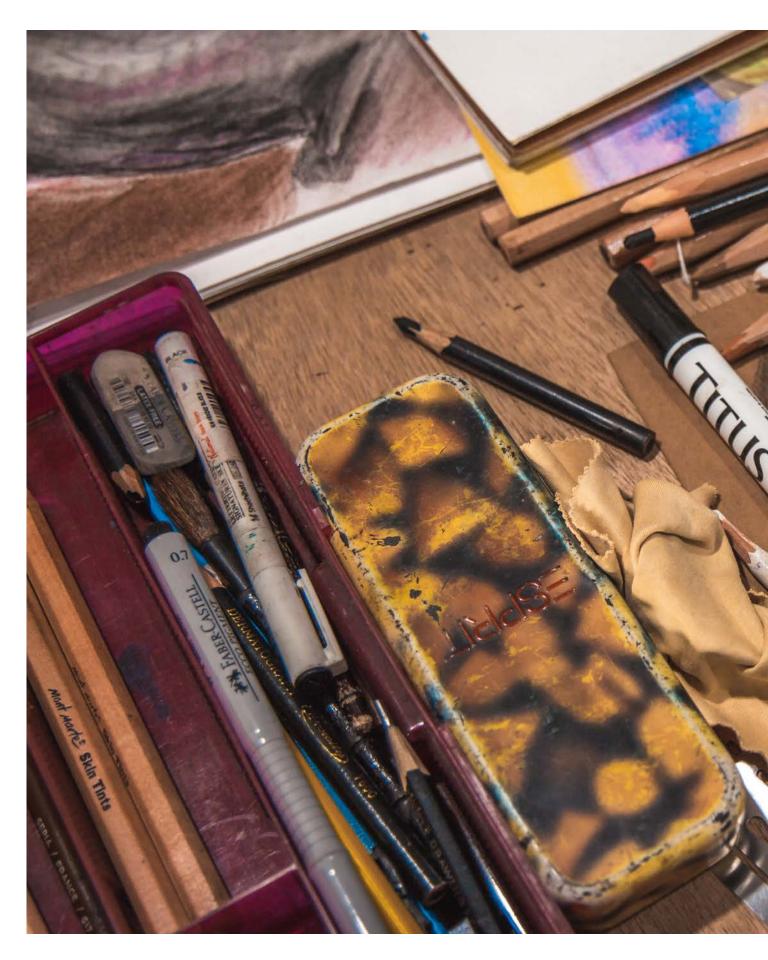
To young artists, do not forget about Filipino culture because this is your book, this is your history and this is your life: Filipino. It is okay to be inspired by Western or Eastern art—that is part of the research—but you have a mind of your own and you have to have a creativity of your own. Painting requires you to have the energy to create your own colors, to create your own art, and to create your abstracted form of imagination out of nowhere.



"TO YOUNG ARTISTS, DO NOT FORGET ABOUT FILIPINO CULTURE"



















here's this old idea of two competing philosophies on whether artistic capabilities are of innate or learned in nature.

Research has it that while skills and knacks for the art can be transmitted through genetic mechanisms, these are mostly learned through constant education. And to Bong Anore, art education meant not going into the art schools or getting a diploma in such discipline. He is a self-taught artist and grew up experimenting art.









Bong's love and interest for the arts started when he was a child. He came from a family of artists but unluckily, his family did not afford supporting his interest for painting as a possible career in the future and so he was advised to take a "more practical" course as the sciences. He ended up taking Electronics and Communications Engineering and taught himself art. He did research through reading lots of magazines and would immersed himself in bookstores that sell art books and read up on them back in the past.

"I DON'T EVEN SEE PAINTING AS A MEANS TO BECOME FAMOUS. I JUST WANT TO DO WHATEVER I LIKE AND BE HAPPY ABOUT IT."









Is painting an important part of your life?

That is very tough. Well, I don't consider painting a means of making lots of money. I don't even see painting as a means to become famous. I just do whatever I like and be happy about it.

Where do you get inspirations in your paintings?

I reflect on my previous setbacks and failures. I transfigure these into something positive. I get motivations and inspirations from these negative occurrences in my life before.

What did Hallmark for L.I.F.E. contribute to you as an artist?

It is really an important thing to see that what you do likewise benefits other people. I get inspired and encouraged by helping patients with leukemia, and I will never really get tired from helping them. Leukemia is not an ordinary disease especially when it happened to a child.

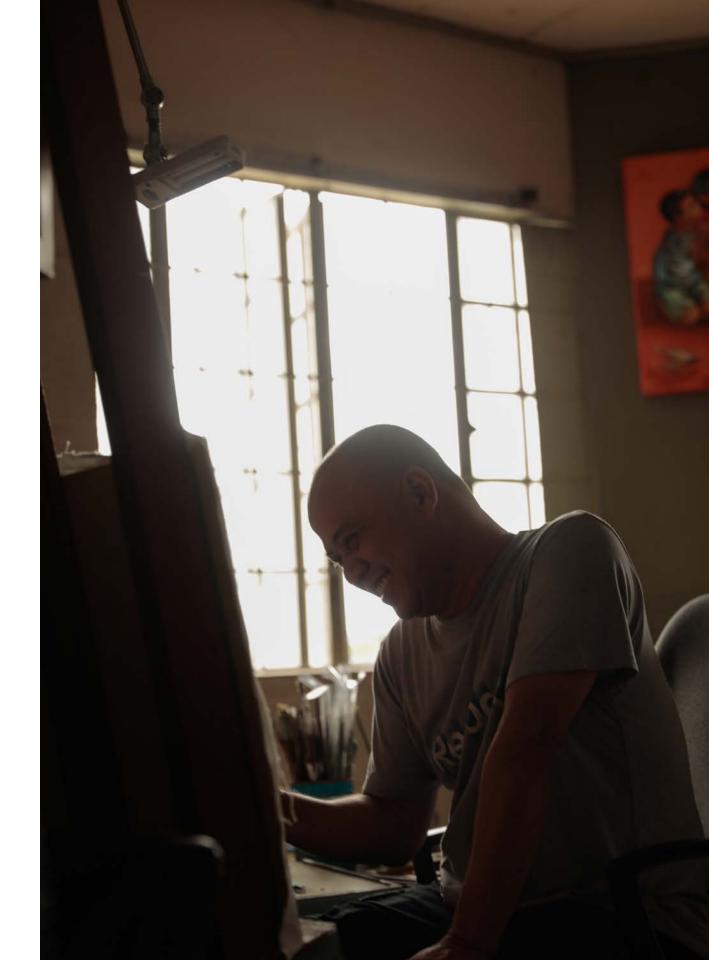






























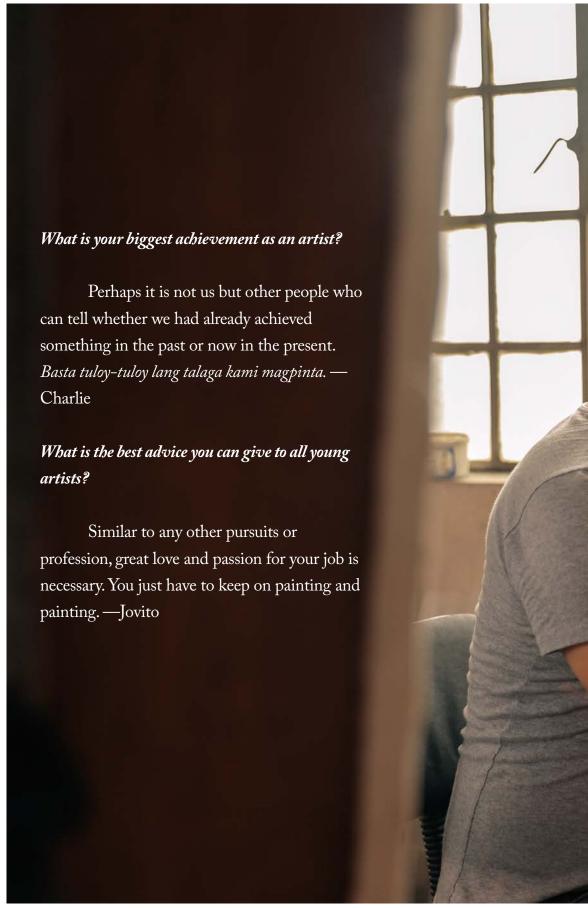
















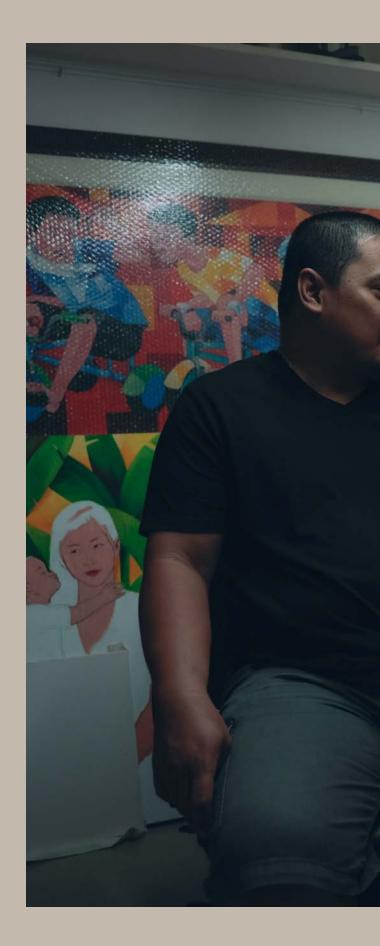


Known by his friends and acquaintances for his jolly and enthusiastic personality, Nani is a graduate of Classical Philosophy from the University of Santo Tomas in Manila. In the outset, the typical worry of a new visual artist has plagued Nani's artistic career. This included financial setbacks that led him to trouble on purchasing materials and maintaining his art, in general. He even reached the point where his artworks would not sell to the public. But from showing severe conscientiousness and perseverance, the game is definitely not over for Nani.

What is your style or genre in painting?

It's a mixed style. From realism, I came to the point where I needed to discover myself. I searched for the style that would fit me and that I thought would be well-received by the public. So, I shifted from realism to cubism until I decided to combine the two.

"YOU HAVE TO HAVE THE HEART IN EACH OF YOUR OUTPUTS."









How is your experience as part of Hallmark for L.I.F.E.?

I really feel honored to be able to help other people. I think this is really the mission of each of us; to give back to others what you have received.

What is the best advice you can give to all young artists?

For all young artists who are just starting, just paint and paint. There will come a point that your works will be recognized. You have to have the heart in each of your outputs, and never forget to pray to God.





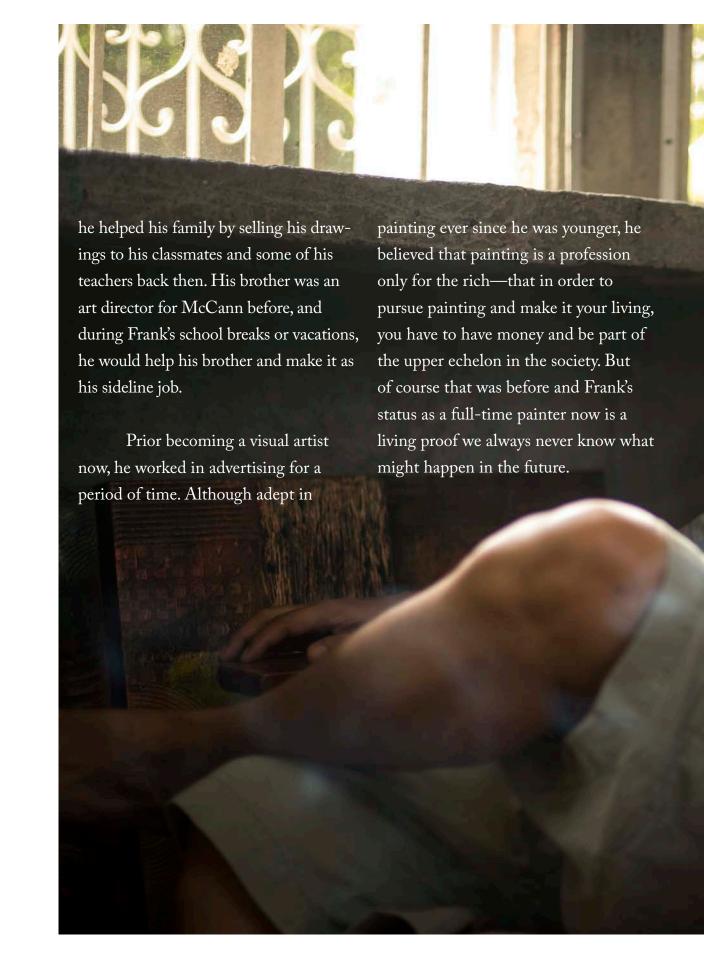
FRANKLIN CAÑA VALENCIA

rank Caña would repeatedly say "I'm an advertising person," when asked to describe himself. You can likewise hear him mention this as his introduction or conclusion when he narrates or recalls stories from the past. He can't help but mention it always but one thing should be cleared: it is only his way of expressing how becoming a painter had never been part of his plans since advertising had been a thing he was largely exposed to ever since he was a child.

Frank was born in a poor family in Calauag, Quezon in the southern part of Luzon, and has studied (but not completed higher education) at the University of Santo Tomas in Manila. As a grade school student,

"I AM AN ADVERTISING PERSON"



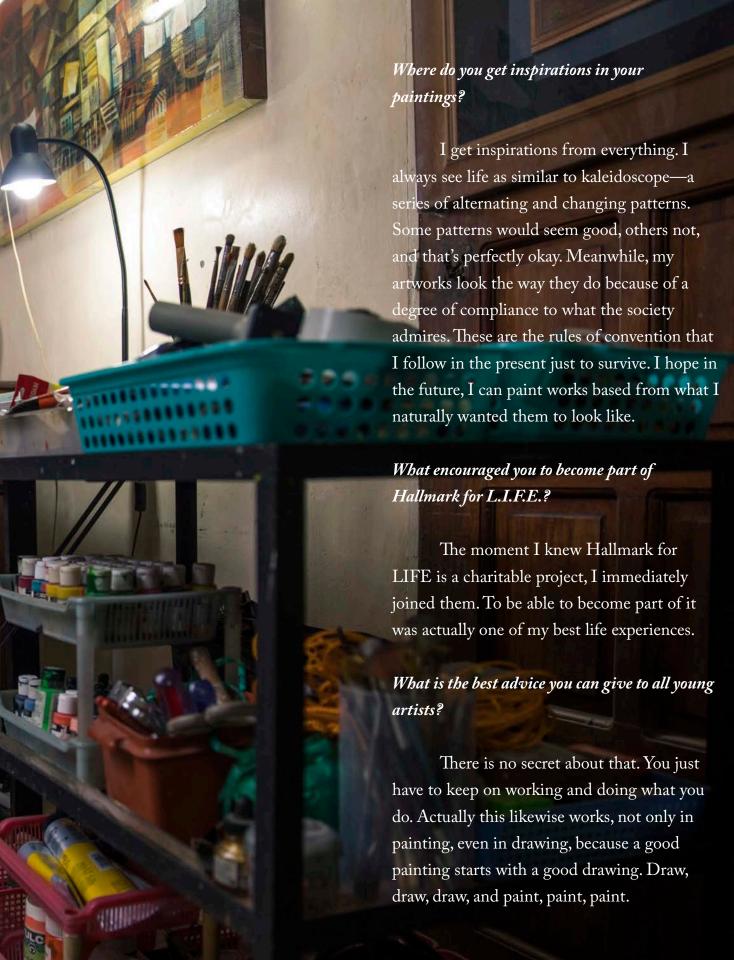














"I ALWAYS SEE LIFE AS SIMILAR TO KALEIDOSCOPE"

























It was in October in 2013 since they learned about her condition. From simple bruises and irregular fever that Claire would experience back then, her family did not thought her condition was already something serious. Until Claire's gums and teeth suffered from bleeding that her parents directly brought her first to the dentist and then to her pediatrician. The doctor advised to subject her to CBC (complete blood count) test and results showed Claire's hemoglobin level to be abnormally low. After a week, they revisited the pediatrician and Claire was observed to actually have swollen lymph nodes so they were subsequently instructed to transfer to Fe Del Mundo Hospital in Quezon City. After a number of tests there, Claire's leukemia was confirmed.

Claire's Mom explained that due to her daughter's very young age, she found it very difficult to explain to Claire about her condition. In fact, there were actually times Claire would ask her Mom about the effects of the illness she would experience like gradual loss of her hair and later, her difficulty in walking.

They have been with L.I.F.E. Foundation for a number of years now and Claire's Mom is nothing but grateful about the Foundation's assistance in meeting the needs of Claire. She explains that they would have not known what to do and where to find resources had they not known the Foundation. Claire and her Mom hope that more children in the future will receive the same help and support L.I.F.E. is continuously providing them. Finally, Claire's Mom advises every parent to continue providing their children unconditional love, and likewise continue their faith and trust in the Lord no matter what happens.











ADRIAN

drian is a 19-year-old, third year
Civil Engineering student at the
Polytechnic University of the
Philippines in Manila. Almost ten
years ago, he has been declared to have survived
his battle against leukemia.

"DANCING SERVES AS HIS RELIEF FROM STRESS"

If there's one thing Adrian's family and friends would closely associate to him, it would be dancing. His interest and love for dancing started when he was still in high school. He says dancing serves as his relief from stress and becomes his means of expressing his emotions. He even teasingly said that he can be a dancer while being an engineer in the future.

Her family knew about his illness when he was only five years old. As a child, Adrian would recall how plain or unsophisticated it was for him to be told by his parents about his leukemia, without really grasping how critical his condition was back then. He would remember that during his medical or therapeutic sessions in hospitals, for instance, he would try to kick the nurses or doctors, or even spit on them so as to escape from the prickly needle of the injections. He experienced this over his three years of treatment until he was declared cured in 2008. As a Hallmark for L.I.F.E. beneficiary, he explained how great his thanks is to the Foundation for helping him and his family meet all his needs when he was still being treated.

Looking back, he takes and regards this experience of being a leukemia survivor as a very big challenge that he had surmounted. He said that he is glad and proud that he, together with his whole family, was able to overcome such challenge through continuous medication, and unending prayers and faith in the Lord. To be able to survive leukemia is really a big achievement I will never forget, he adds.













KYLA

f there's one challenge in life Kyla is proudest of overcoming, it is definitely surviving leukemia after several years of experiencing draining and demanding medication and therapy. Kyla is presently 18 years old and is now on her tenth grade in high school.

"KYLA'S INTERESTS
INCLUDE WATCHING
VIDEOS ON THE INTERNET"



when she was nine. Recalling the moment they found about her condition, her Dad accept such saddening news. Kyla's Dad would mention he was in a very deep denial during that particular moment. He would question the doctors and their authority, telling them how reprehensible it was for them to tell him that his daughter is way on fulfilling her dream of becoming an engineer someday.

Kyla's Dad expressed his thanks to the L.I.F.E. Foundation for what he mentioned has provided them an "untiring help and outmost support" throughout the course of medication of Kyla. He would describe the individuals behind the get tired in supporting leukemic indigent patients in the Philippines. For his fellow parents, he gives the message about keeping in mind that there is always hope and a better life ahead, that everyone should always believe and trust in the power of God in healing all those that need to be healed.







student whose energy and highspiritedness significantly takes the edge
off her present fight against leukemia. A
of the songs of pop artists Meghan Trainor
and Sarah Genonimo (to which she does want
to become like in the future), her love for singing
started when she was still a child. In fact, she has
been participating—and winning—in
several singing competitions inside or outside

"SHE CAN ALSO DRAW,
DANCE, AND PERFORM
DECLAMATION SPEECHES"



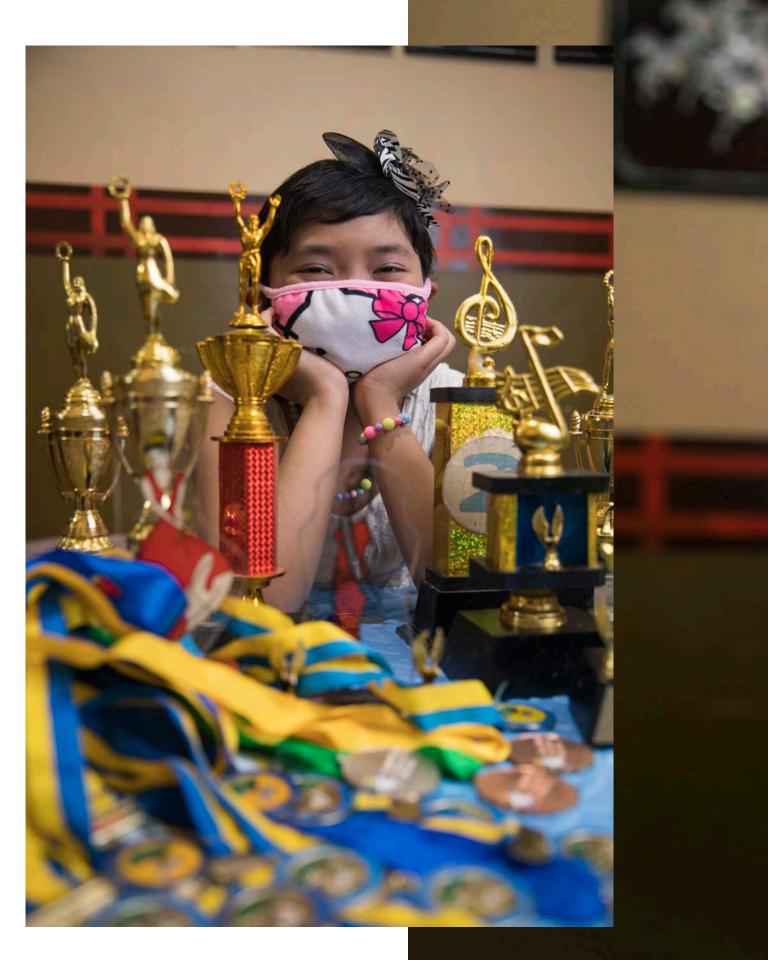


Her family discovered about her leukemia when she was only around three years old. Julie's Mom would recall the story when the first signs and symptoms of the illness were starting to appear on and be experienced by her daughter. First indications that were observed include swollen lymph nodes on Julie so after learning about this, she was brought to her pediatrician to have her checked. No history of any bloodrelated disease in the family of Julie can be recalled by her Mom, so nothing worrisome ever crossed the thought of the whole family. They brought Julie to another hospital and it was when she was subjected to bone marrow test that her family found out she is actually positive of leukemia. It was very hard for her family to accept what they had just knew primarily because of Julie's very young age at that time.

Julie underwent several stages of medication to treat her illness. Five years later, everything about Julie seemed so normal back again they thought she was already cured of leukemia, but indications of the illness started returning ever since.

Meanwhile, her family have been with the L.I.F.E. Foundation since 2010 and in fact, Julie has been a regular performer as a singer in several events the Foundation would organize. Julie's Mom could not even describe or sufficiently express her gratitude on the Foundation, particularly for Hallmark for L.I.F.E., not only because of the financial and medical assistance L.I.F.E. provides, but likewise for the hope they have been giving to Julie's family—the hope that this particular challenge can be altogether survived. Julie and her Mom similarly express their joy about the paintings and the specially-crafted Christmas greeting cards because they know that behind these artworks is the touching and unconditional concern for children like Julie.

When asked about her advice to fellow children who experience the same condition as hers, Julie said that giving up should never be considered as an option. She advised them to be always happy because if not, their parents would not be happy as well.











Dale is a fan of YouTube and he likes to upload his videos there. He also loves to play Lego and form different figures like structures or animals there using the blocks. He dreams to be an eye doctor.

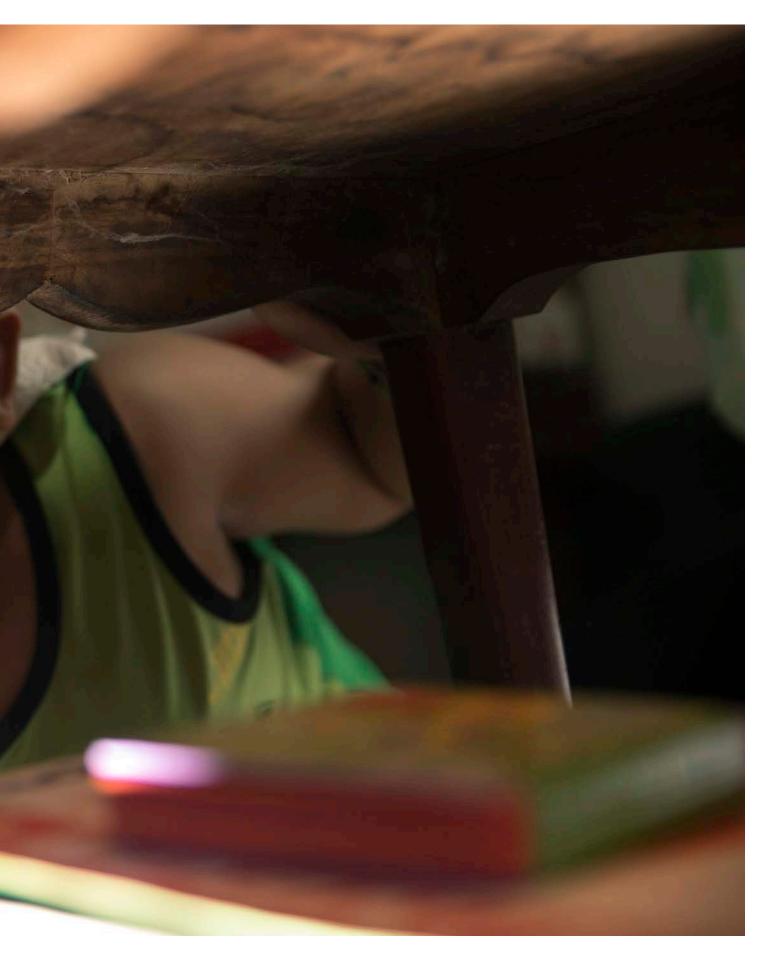
Ever since Dale started undergoing chemotherapy, he needed to stop from schooling and had to stay mostly at home while being treated. During his first six months of medication, his chemotherapy sessions were almost every day. These first few stages of treatment for Dale were really difficult for his family primarily because of monetary problem.

Luckily for Dale's parents, the information about L.I.F.E. came to them so they tried to seek support from the Foundation. After her parents were interviewed, Dale was awarded benefits from L.I.F.E.'s adoption program. His Mom said that with the help of the Foundation and other people who showed love and compassion for Dale, this particular struggle becomes so much lighter now. She mentioned that in everything, all it takes is trust and faith in the Lord. As a result, in the present, Dale and her family were just waiting for some time for Dale to be declared officially clear from the illness.















It was really a saddening moment for the whole family of Michael to know about his condition but her family stayed strong and persevered in giving Michael proper medication to fight off his illness. His Mom could even still recall the fear she has felt all over her body because of the thought of the notion on how deadly such illness can be. For a period, as a result of leukemia, Michael experienced being crippled and he was unable to walk until having treated with the help of continuous sessions of chemotherapy. Physical improvements were seen in Michael after three years of treatment since then.

Michael's dream is to become a doctor someday. His Mom mentions that during his plays and recreations with his siblings, Michael likes to act as a doctor because he wants to help other children like him in the future. He imitates the tests and processes he observed the doctors would always do to him, Michael's Mom explains.

Meanwhile, Michael's Mom wants to tell other people to never give up, and continue praying and hoping. She reminds everyone, especially with families that are experience the same, to be always strong and persevered. She also thanked the L.I.F.E. Foundation for helping them and bringing hope to every child they are helping.

































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Your purchase of this book benefits L.I.F.E. (Leukemic Indigent Fund Endowment) a charitable organization dedicated to save lives of poor children with leukemia by way of sustained medical treatment.



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