

A True Christmas Project 2012

Snapshot of the GoFundMe campaign page as it stood when archived.

\$1,475

RAISED

45

DONATIONS



Organizer: Philippe Candido

Original page: www.gofundme.com/f/atruerchristmas

CAMPAIGN STORY

Can you imagine being a kid and not receiving a single present from Santa? In Brazil, millions of children that live in the favelas "shanty towns" of Brazil do not receive a single present on Christmas day.

I would like to invite you to make sure that these impoverished Brazilian children receive a present on Christmas day. Together, we can support the project "A True Christmas" by raising funds to buy simple but meaningful presents for the children. Plastic soccer balls, dolls and trucks will be given out to the children on Christmas day.

Your contribution, any amount, will make a tremendous difference. A \$2 donation, for instance, is enough to buy presents for 3 children! My uncle started this project in 1997 and I have had the fantastic opportunity to help out many times while I lived in and when I visited the country. Please check out the video below of when we were featured at a Brazilian TV station. Also, please check out a link to previous year's pictures.

Video: http://www.youtube.com/watch?v=6XsSzmOH_G4

Note: All funds raised here will be sent to my uncle in Brazil to buy presents for the children. He started this project with family, friends and friends of friends in 1997. This is not tax-deductible. My idea is that this personal fund will make it easier for my friends to donate to this project organized by my family. Please let me know if you have any questions. I will keep everyone updated with pictures and videos from the day of the event!

Thank you for your consideration. Happy Holidays!

About "A True Christmas" Project

On Christmas day since 1997, my uncle Heleno Doria dresses up as Santa Claus and gives gifts to approximately 3000-5000 impoverished children of the city's favelas. Heleno collects donations from family, friends, and friends of friends to buy simple but meaningful gifts for the impoverished children. For most of the children, the presents from "A True Christmas" are the only gifts they will receive on Christmas day. These are children from very impoverished families that can barely afford to put food on the table.

The last time I helped Santa was on Christmas day in 2007. This was one of the best experiences in my life. It is touching to see how a dollar plastic doll or plastic soccer ball can make Christmas the best holiday for these children. Unfortunately, many kids still do not receive a present due to the increasing economic inequality in the country.

The Fire department provides a fire truck for Santa and the helpers. I have been one of the helpers and we throw candy, wave to the children, and make stops inside three different shanty town communities. The police escorts the fire truck, the trucks with all the gifts and all the family and friends that follow the trucks with their cars to help out organize the lines during the stops.

This project has no connections with politics whatsoever in Brazil and works strictly on donations from people who want to see the children smile on Christmas day!

Update, January 15, 2013

A True Christmas, NBC Boston Interview: <http://youtu.be/22m8oT6E9BA>

Thanks again to everyone and we will start again in October! Have a good 2013.

Recovered copy

This 2012 fundraiser was deactivated by GoFundMe. Its story and photo were recovered from GoFundMe's support team on July 14, 2026 (ticket #19276648). The amount raised and number of donations come from the project's own historical records.