



IN THE NEWS

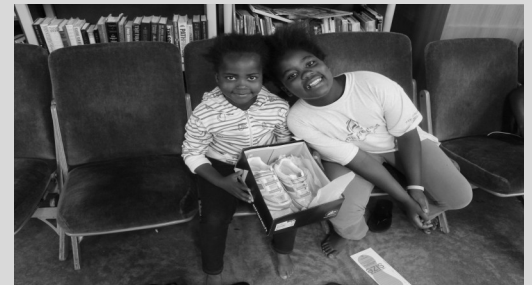
The little things sometimes make the biggest impact!

At In The Image, we are passionate about serving God by serving those “with the least” throughout our community. Every day brings a new challenge and a new “story” that puts our amazing mission into perspective. Sometimes these stories pass by without mention, and other times they capture our hearts and minds.

After a long day at work and the amazing opportunity to tell our story on Channel 8 news, I came back to our building at 1823 S. Division Ave. to do some more work and was shocked and touched by what I was confronted with. As I was pulling up, I saw a mother with 2 young girls and a baby in a stroller going through bags of clothing. At first, I thought to myself, “Why can’t they come into the store, during the day and not cause such a mess on the sidewalk?” Then, my thoughts completely changed.

The girls were trying on the clothes like they were in a store and their mother was nodding in agreement or shaking her head in disapproval depending on what she thought. There was no fear, pride, embarrassment, or uneasiness with the exchange. There was simply joy and a family being a family. This could just as easily have taken place in any local department store, but it was happening right on the sidewalk.

I sat in my car and watched as these beautiful girls walked away proudly with their new found treasures under their arms and smiling from ear to ear at the new options that they had for their wardrobe. They hugged their mom and also made sure they placed what they didn’t take in bags so that they weren’t littering the area. This moment may sound trivial and even sad to some, but it brought tears to my eyes and joy to my heart when I realized that we played a small part in this family’s joy.



So, please realize that the things that we take for granted (an old hoodie, last year’s model athletic shoes, a plate that doesn’t match our new color scheme, and even furniture that we have grown tired of) can make somebody else beam with pride. I challenge you to take an inventory of some of those long forgotten items that you may have around the house which could be put to great use at In The Image. Together, we can make “those with the least” feel like they have THE MOST.

Jay Starkey
Executive Director

THANK YOU! THANK YOU! THANK YOU!

- ◆ Frontline Community
- ◆ Ada Christian 6th Grade Class
- ◆ Catholic Central
- ◆ Job Corp
- ◆ Freedom Baptist High
- ◆ Urban Plunger

Thank you to all of our volunteer groups this month! We appreciate your help and could not complete our mission without you!

If you are interested in volunteering for In The Image, please contact us for more information at (616) 456-6150.

CALL TO ACTION: *In The Image would like to continuously teach our clients how to fish instead of feeding people fish. We are looking to offer Bible Study Groups for our clients, volunteers and donors, hosting both a male and a female group. If you are interested in leading a group, please contact Jay Starkey at jstarkey@intheimage.org or (616) 456-6150.*

Renovations to Begin Soon



After the First of the Year, In The Image will have a fresh new look! Shelves, racking and so much more was purchased this past month from a closing, local, retail store. Executive Director, Jay Starkey, made the quick and smart decision to purchase the items to better In The Image.

With the new look, In The Image will be investing back into the people who we serve, along with the people who serve us: volunteers, donors and staff.

This will be a huge project to renovate the store and we will be looking for volunteers the week of December 26th. If you are interested in helping In The Image continue to change please call Bethann Egan at (616) 456-6150 ext. 23 for more information.

Clothing and shoes that you deem as trash, In The Image can transform into funds that help support the programs important to people at In The Image.

**Donation Hours: Monday - Friday, 9:00AM - 4:00PM
Saturday, 9:00AM - 12:00PM**

**1823 S. Division Avenue Grand Rapids, MI 49507
Call Barb Smith for pick-up information at (616) 456-6150 ext. 20**



Upcoming Events

Fifth Third River Bank Run

May 12, 2012

In The Image will participate in the Fifth Third River Bank Run as a Charity Partner to raise \$5,000 for our Shoes Help Our Elementary Students, an event dedicated to providing a new pair of back-to school shoes for Elementary Students in qualifying Grand Rapids, Kentwood and Wyoming Public Schools. This \$5,000 will provide 500 pairs of shoes for the event, a small amount compared to the thousands of shoes to be handed out for FREE to children in need!



We Need Your Help!

As a Charity Partner, In The Image is required to have 50 runners and/or walkers for this year's race, plus support volunteers on May 11th and 12th.

Help Our Community Succeed Golf Outing

June 8, 2012



Where: The Meadows Golf Course
4645 West Campus Dr. Allendale, MI 49401

Time: Shotgun start at 1:00PM

Look for more information to come!

Matthew 25:40

“The King will reply, ‘Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.’”

A youth group, ranging from 13-15 years old, came ready to work and willing to do anything this past month! As part of the volunteer experience, we gave them a tour of our facilities, showing how the process works and the behind-the-scenes action. While expressing how blessed In The Image was at S.H.O.E.S. this year, it was explained to the kids that the children who we provide shoes for wore shoes with holes and ripped up soles while coming into In The Image and we were lucky to put brand, new shoes on their feet with big smiles on their faces.



One child piped up, “Shoes like these?” and looking down at this child’s feet, it was as if the shoe was talking, sole flapping and sock showing through. “Yes, exactly

like that”. The comment was dismissed by the children and they began to go about their business, hard at work, properly hanging up items and arranging tables so the store looked nice and fresh for new clients.

They swept and mopped, cleaned all that they could without a single complaint. At the end of the day, we gathered the group together for a photo. Looking at the boy with the shoes, a smiling face proud of the

work accomplished, we asked him a little more about his shoes. Did he have different shoes to wear or did he just like wearing those shoes? With ten siblings, he had that pair of shoes and another for Sunday only.

The boy never once asked if he could have a new pair of shoes, he never asked for anything, but we decided we had to give this hardworking child a new pair of shoes!



He didn’t understand that he was in need of new shoes, he kept insisting that his shoes were just fine, but he walked out of In The Image with a brand new pair of shoes and the Executive Director’s card for his family. It reminded us that you never know who is going to need our help, maybe a stranger, your neighbor or even a volunteer not even looking for help.

As more and more people are in need of basic items, please keep In The Image in mind. Tell your friends, family, church, company, organization or even a stranger on the street of the work happening at In The Image. The more people who know of In The Image, the more opportunities for us to help and bless others.

Check Out ITI’s Social Media Corner!

Head to In The Image’s website at www.intheimage.org to:

Subscribe to our You Tube channel!



Like us on Facebook to join upcoming events and so much more!

Follow us on Twitter!



INTRODUCING Wednesday Webisodes!

See what is happening at In The Image every week by logging on to our website to check out Wednesday Webisodes! A short video every week to update our clients, donors and visitors.

Want to help In The Image any way you can? *Have your Church host a clothing drive, introduce your school to a “Scrap” drive, talk to your company or organization about volunteering for a day at In The Image. Call Bethann Egan at (616) 456-6150 ext. 23 for more ideas on how you can help!*

Matthew 25:40 Heartside, Inc.



1823 South Division
Grand Rapids, MI 49507

Non-Profit Org
U.S. Postage
PAID
Grand Rapids, MI
Permit Number: 623

Please Help Fill This Room for the Holidays



In The Image's referral list has risen to 280 families, 40% of those families are suffering from bed bug infestation. Listed below are items needed to help fill a room just like this one and someone's closet:

- ◆ Mattresses
- ◆ Box Springs
- ◆ Fitted Sheets
- ◆ Flat Sheets
- ◆ Pillow Cases
- ◆ Blankets
- ◆ Pillows
- ◆ Comforters
- ◆ Dressers
- ◆ Lamps
- ◆ Night Stands
- ◆ Curtains
- ◆ Coats
- ◆ Gloves
- ◆ Mittens
- ◆ Scarves
- ◆ Hats
- ◆ Sweatshirts
- ◆ Snow Pants
- ◆ Boots
- ◆ Heavy Socks
- ◆ Long Underwear
- ◆ Jeans
- ◆ Shirts