

*i*n the *i*mage
INVITES YOU TO
Grow in Hope



ABOUT US

In The Image serves thousands of West Michigan individuals and families by meeting basic needs - clothing, shoes, pots, pans, furniture, coats, hygiene items, etc. - all at no cost. Only new and gently used items are offered in the Free Store; a welcoming place where those in need can shop without judgment or the requirement to divulge the delicate details of the difficult situation in which they've found themselves.

Besides the Free Store, community members can receive essentials through our Pop-Up Shops that we host throughout the county in targeted, low-income areas. In partnership with other agencies, Pop-Up Shops allow us to collaborate with other service providers while working to reach the most vulnerable among us. Each time we host a Pop-Up, we tailor the items we supply to the population being served, all the while removing the barrier of transportation as we meet people where they are.

Every August, In The Image hosts the SHOES Program where we provide a custom shoe fitting and free athletic shoes to elementary students to start the school year on the right foot. The program offers the opportunity for families to get prepped for back to school while also connecting with the many local resources who table at the event. SHOES serves the basic needs of families today while connecting them to long-term support that can help year-round.



WHERE WE **GROW IN HOPE**

MEMBER SUPPORT



In The Image saw an increase from nearly 14,000 shopping appointments in 2024 to just under 17,000 shopping appointments in 2025. The need in our community continues to rise and In The Image works to be a reliable resource for more and more families seeking support.

PROVIDING THE BASICS

Our work is always guided by a desire to meet basic needs and support individuals with as few barriers as possible. Our hygiene closet, Brian's Basic Needs Room, provided 22,000 more items in 2025 than in 2024. Personal hygiene supplies are essential in supporting hope and dignity for our members; we believe everyone deserves access to these necessities.

COMMUNITY OUTREACH



In 2025, we continued to increase our reach through Pop-Up Shops. Hosting nearly double what was hosted in 2024, these events allow us to reach some of the most vulnerable and at-risk populations in our community. By partnering with other non-profits, we multiply the impact for community members seeking assistance. In 2027, we hope to better understand those who engage with Pop-Ups and how we can support their journey to improved safety and stability.

Grow in Hope in the image

October 8, 2026 - The Harris Building - 6pm-9pm

Support Level	\$100	\$1,000	\$1,500	\$3,000	\$5,000
Individual Ticket	1	8	8	8	16
Reserved table + logo on Table Tent		✓	✓	✓	✓
Logo Highlighted in Slideshow Presentation		✓	✓	✓	✓
Recognition on ITI's Event Webpage			✓	✓	✓
Recognition on ITI's Social Media				✓	✓
Verbal recognition throughout Event					✓



Not seeing benefits that meet your philanthropic goals?
Connect with Executive Director, Ashley Lubbers, at ashley@intheimage.org



Sponsorship Commitment Form

☐ \$5,000 ☐ \$3,000 ☐ \$1,500 ☐ \$1,000 ☐ \$100
(individual ticket)

COMPANY NAME:

ADDRESS:

CONTACT PERSON:

EMAIL:

PHONE:

Payment Methods For online payment, please visit www.intheimage.org/celebrate
Please make checks payable to In The Image.

☐ **CREDIT CARD**

☐ **CHECK**

☐ **INVOICE**

TOTAL:

NAME ON CARD:

CARD #:

EXP DATE:

SECURITY CODE:

BILLING ADDRESS:

CITY:

STATE:

GUEST NAMES:

Sponsorship Deadline September 25, 2026

Recognition is not guaranteed for commitments made after the deadline.