

SHOES, SUPPORT, AND SYNERGY



What if one conversation could connect a family to the support they've been searching for?

Every August, thousands of Kent County families gather at DeVos Place for the SHOES Program; not just for shoes, but for hope, resources, and connection. This is your opportunity to meet families right where they are, at a moment when they're open, engaged, and ready to learn what's available to them.

This year marks our 30th anniversary, and we're inviting you to be part of something special. On August 12-13, 2026, more than 4,000 elementary students and their families will walk through DeVos Place. They're looking for more than athletic shoes—they're looking for partners who see them, support them, and can help them thrive year-round.

Why partner with SHOES?

- Direct access to families who may be unfamiliar with your services
- Trusted environment where connections happen naturally
- Lasting impact that extends months beyond the event
- Powerful synergy among 20+ organizations working together

Your resource table isn't just information – it's a lifeline. It's the mental health support a parent didn't know how to find. The nutrition program that changes a family's food security. The after-school care that gives a working parent peace of mind.

Be there when families are ready to say yes.

Visit intheimage.com/shoes to learn more. See the following pages for more about partnering with us. Thank you for considering this opportunity to walk alongside Kent County families – your presence makes all the difference!

Grace and peace,

A handwritten signature in black ink that reads "Ashley Lubbers".

Ashley Lubbers, PhD - Executive Director



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ABOUT

In The Image is a non-profit in Grand Rapids that has been supporting the basic needs of community members for over 30 years. Through community support, we provide clothing, shoes, household essentials, and hygiene necessities to local families at no cost. We offer low-barrier access to basic necessities for our neighbors in need.

The SHOES (Shoes Help Our Elementary Students) Program began in 1996. In The Image identified that the beginning of the school year can be a costly time for already struggling families. We saw the opportunity to step in and support children as they embark on their new school year, instilling them with confidence, joy, and the tools they need for success.

This year, the SHOES Program requires roughly 500 volunteers and over \$150,000 of support. In addition to providing a free pair of athletic shoes, The Program includes free services such as vision screenings. There are also area businesses and nonprofits present to connect families to local resources that help support healthy families and healthy kids. Please join us in helping local kids start the school year on the right foot!



JOIN US!

We warmly invite your organization to celebrate elementary students this year by participating in the SHOES Program. Our goal is for local non-profit organizations to engage with participants and their families to offer ongoing support and resources. We would love to have you participate in the event by hosting a table and offering an activity focused on healthy lifestyles.

Table Host

As a table host, we would be honored to promote your organization on social media to let participants know you'll be there! We provide the table, you connect directly with the children and families.

Healthy Lifestyle Activity

Setup a healthy lifestyle activity, service, or giveaway for participants to engage in. All ideas must be approved by In The Image. Please submit your idea [here](#).

Other Engagement

- Promote the event on your social media channels and to your clients who may be able to participate.
- Bring a group to volunteer
- Give financial support to the SHOES Program