



  
in the image  
INVITES YOU TO  
INSPIRE HOPE

***SPONSORSHIP  
PACKET***

# 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 basic essentials through our Pop-Up Shops that we host throughout the county in targeted, low-income areas.

Each year, we host 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. We want to offer the best we can to our members, and this is all made possible by our community of volunteers and donors who continue to help our programs thrive.



# WHERE WE ARE INSPIRING HOPE

## MEMBER SUPPORT



As In The Image has the desire to discover areas in which we can support our members in deeper ways. This work involves building relationships, problem solving through difficult situations, and maintaining robust knowledge of and connection to local resources.

## RESOURCE FAIRS



Our work is always guided by a desire to meet basic needs and support individuals with as few barriers as possible. Our goal for 2026 is to continue resource fairs that allow community members to interact with multiple service providers in one location. Neighbors can seek support, work, essential need items, etc. with less transportation burden.

## COMMUNITY SUPPORT



In 2025, we significantly increased our outreach by hosting more Pop-Up Shops than ever. 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 2026, we hope to better understand those who engage with Pop-Ups and how we can support their journey to improved safety and stability.

# INSPIRE HOPE

*in 2026 with*

**in the image**

**October 9, 2025 - 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 [alubbers@intheimage.org](mailto:alubbers@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](http://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, 2025

Recognition is not guaranteed for commitments made after the deadline.