



in the image  
**SHOES**  
 PROGRAM

**DeVos Place**  
 August 13-15, 2025



Thank you for considering a SHOES sponsorship. By becoming a SHOES partner, not only do you meet the basic need of new school shoes for children in Kent County, but your support builds confidence in elementary students as they head into the new school year. Your support has immense impact on local kids and families!

- ✓ 4100+ students to be served
- ✓ 10,000+ total attendees
- ✓ Social media & webpage recognition
- ✓ Event presence & community support



# 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!



## Event Highlights

Support students and families at the start of the school year.

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Invite participants to learn about healthy activity and healthy lifestyle choices.

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Provide free resources and connections to community supports.

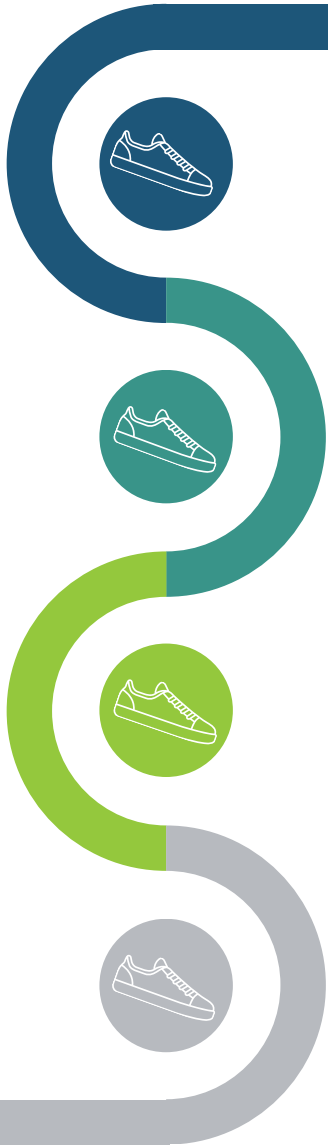
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Be a community who embraces others with tangible support.

# in the image S.H.O.E.S.



## NON-PROFIT ENGAGEMENT



### Join us!

We warmly invite your organization to celebrate elementary students this year by participating in the SHOES Program. We have two options that allow non-profit organizations to engage with participants and their families. The options are meant to be within reach for any organization who desires to be involved - we want you there! SHOES is an opportunity to get students and families engaged with local non-profits who can support their success throughout the coming school year.

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### Table Host

Logo inclusion on social media and SHOES Program webpage.  
Setup a table and connect directly with children and families.  
*\$50/day fee*

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### Healthy Lifestyle Host

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](#).  
*No fee associated.*

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### Need a different way to engage?

- **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



# Non-Profit Participation Form

**Table Host**

**Healthy Lifestyle Host**

ORGANIZATION NAME:

ADDRESS:

CONTACT PERSON:

EMAIL:

PHONE:

### Payment Methods

For online payment, please visit [www.intheimage.org/shoes](http://www.intheimage.org/shoes)

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:

SPECIAL REQUESTS:

## Commitment Deadline July 30, 2025

*An In The Image Team member will be in contact to discuss schedule and logistics.*