

**3955**

*Students Served*

**70%**

*of households report annual income <\$36k*

**57%**

*of households struggle to afford basic necessities*

**2034**

*connections to local organizations*

# in the image **SHOES 2024**

This year's SHOES (Shoes Help Our Elementary Students) Program had an amazing turn out and reached roughly 8,500 community members. In total, 522 volunteers served 3,955 elementary students through a custom shoe fitting experience and the gift of a brand new pair of athletic shoes to get the school year started on the right foot. Attendees also had the opportunity to connect with 15 local organizations who engaged with families, offered great giveaways, and provided fun activities for students throughout the event.

The Program was hosted at DeVos Place, which allowed for growth in terms of the number served and the space available for the event. It also provided a more centralized location within Kent County to reach more students. With a larger space, In The Image was able to include other local organizations to setup tables throughout the week who could offer supportive services to students and families throughout the year. Of note, the Lions KidSight USA performed 1 168 free vision screenings.

Thank you for your support of SHOES. You've created excitement and opportunity in the lives of thousands of elementary students. We express our deepest gratitude for your involvement and generosity.





# SHOES 2024 Sponsors



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Thank you to our nonprofit partners: Baxter Community Center, Boys and Girls Club, Cherry Health, Family Futures, Grand Rapids Children's Museum, Grand Rapids Police Department, Great Start Coalition, Kent District Library, Lions KidSight, Playground GR, The Hispanic Center, and Wimee.