

LIFETIME EXTERIOR SHADES

# IMPACT REPORT



# Q3 2024



## Youth Trades Program

Prepared by  
**Nexus Impacts**

Prepared for  
**Lifetime Exterior  
Shades**

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# INTRODUCTION

## OVERVIEW

Lifetime Exterior Shades is dedicated to making a lasting impact not only through their products but also through their commitment to social responsibility. Their corporate goals, aligned with the values of their customers have enabled them to support transformative social initiatives, extending their impact beyond those directly connected to their brand.

One of the cornerstone programs supported by Lifetime Exterior Shades is the Youth Trades Program. This initiative addresses the critical need for vocational skills among young individuals in communities. By providing practical training in various trades, this program equips young people with the necessary skills and knowledge to secure employment or start their own businesses, thereby fostering economic independence and growth.

## BROADER IMPACT

- **Health and Well-being:** Provides participants with stable incomes, enabling better access to healthcare, nutrition, and improved living conditions, thus enhancing overall well-being.
- **Youth Empowerment:** Instills confidence and independence in youth, equipping them with the skills and knowledge to take control of their futures and make informed career choices.
- **Resilient Skillsets:** Provides comprehensive education in high-demand trades, ensuring participants develop skills that provide long-term job stability and adaptability in a changing economy.



## CORPORATE ALIGNMENT

Lifetime Exterior Shades' involvement in the Youth Trades Program directly reflects their core values and corporate goals. They are committed to making a positive social impact that resonates with their customers' values. By supporting this program, Lifetime Exterior Shades helps to create independent families and developed communities, thus extending their influence far beyond their primary business operations.

Through these efforts, Lifetime Exterior Shades showcases its commitment to social impact, positively transforming the lives of individuals beyond their immediate customer base.



# ACKNOWLEDGEMENT & MESSAGE FROM NEXUS IMPACTS

## LIAM MOISE

Founder and President of Nexus Impacts



Lifetime  
Exterior  
Shades

*"One of the greatest gifts we can acquire is the opportunity to support others and provide an environment to grow. Lifetime Exterior Shades and their customers are doing exactly that. They have added an additional layer of purpose to their brand; in this case, that purpose is promoting independence & community development through vocational training.*

*This report goes beyond acknowledging Lifetime Exterior Shades' impact on the world; it reflects the principles and purpose behind their brand and the people they serve."*



## 24Q31916PWLES

Verification Code

Lifetime Exterior Shades has pledged over 2% of its annual revenue to various initiatives, including 1% to the Youth Trades Program in Rwanda, Africa.

## 3085

Collective Hours of Education

## 617

Collective Days of Education

## 23

Students Supported

24Q31916PWLES



# INITIATIVE OVERVIEW

## Problem Statement

Rwanda's youth face challenges such as poverty, limited economic opportunities, and barriers to financial and social empowerment. Many work in low-productivity jobs, leading to social issues like juvenile delinquency. They struggle to access financing for entrepreneurship, further entrenching poverty. The Youth Trades Program (YTP) aims to address these issues by providing skills, opportunities, and resources, empowering young people to overcome systemic challenges and contribute positively to society.

## Objectives

- **Monetizable Skill Development:** Enhance employability and increase earning potential through valuable skills and certifications, leading to greater financial stability and improved quality of life.
- **Social Mobility:** Foster economic independence and upward mobility through vocational training, entrepreneurship education, and financial literacy, providing the foundation for families to escape extreme poverty.
- **Community Development:** Promote civic responsibility and strengthen community bonds by addressing local needs with vocational skills, contributing to a more resilient and supportive community.

# CONTEXTUAL CHALLENGES

The local economic environment of Rwanda, Africa, where the beneficiaries reside, faces unique challenges compared to more privileged regions globally. The Youth Trades Program seeks to address several critical issues related to financial independence, including but not limited to:



Youth Unemployment



Market Skill Gap



Education Relevance



# SUSTAINABLE STRATEGIES

The Youth Trades Program is designed around opportunistic independence, with zero tolerance for creating dependency among the beneficiaries and communities.

## KEY STRATEGIES

### Relevant Education

Providing education that matches market needs, and is essential to community development.

### Resilient Skillsets

Providing skillsets that are resilient to market fluctuations to promote reliant sources of income.

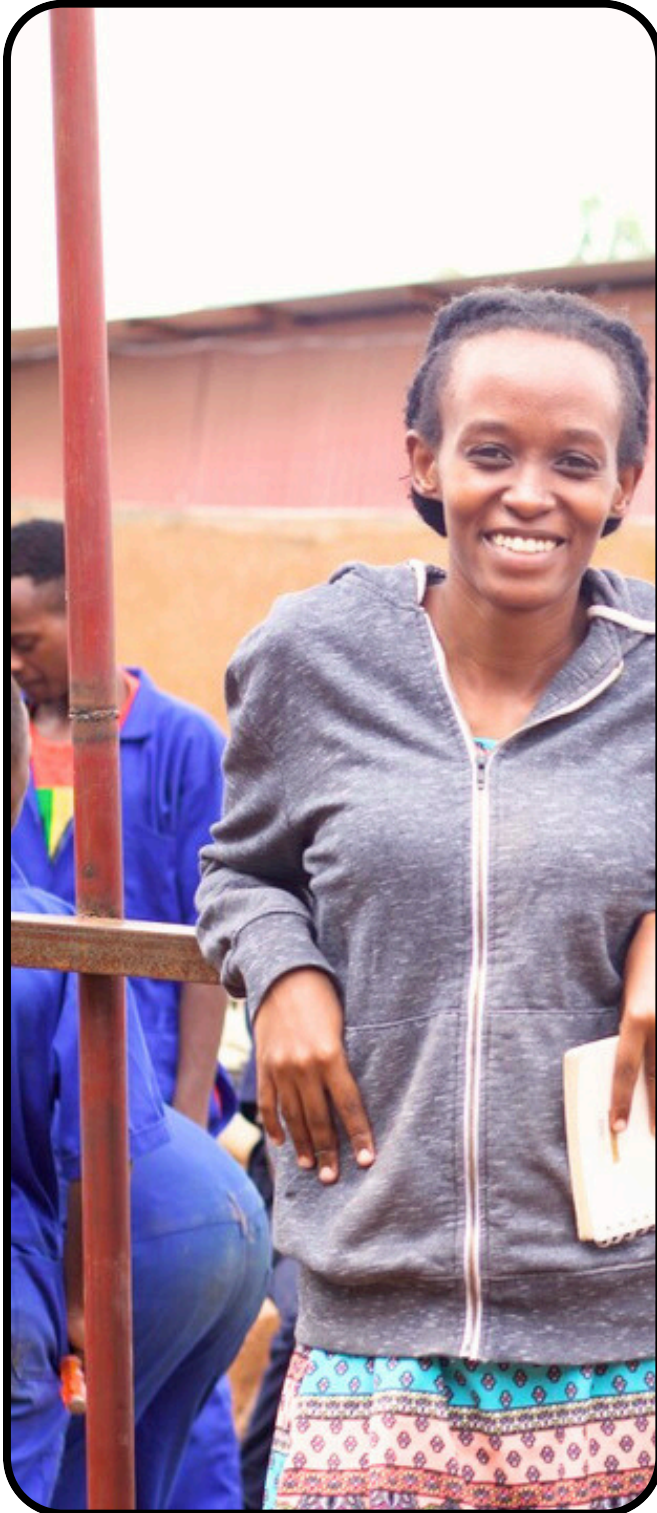
### Certification

Providing government and industry-recognized certification for skillset credibility.

### Job Placements

Supporting students with local job placements provides real-world experience and market connections.

# BASIC IMPACT DETAILS



## EXPLANATION

This report outlines the financial contributions made by Lifetime Exterior Shades in Q3 – 2024. These funds cover the costs of this impactful initiative that is actively running, and in some cases, the impacts may have occurred before the funds were sent.

School Name

**Mwana Nshuti  
Vocational Training  
School**

Location

**Kigali, Rwanda**

Trade Types Funded

**Mechanics**

Local Salaries Supported

**Thirteen**

Dates of impacts funded

**April 1st – May  
31st, 2024**



# BENEFICIARY DETAILS

## EXPLANATION

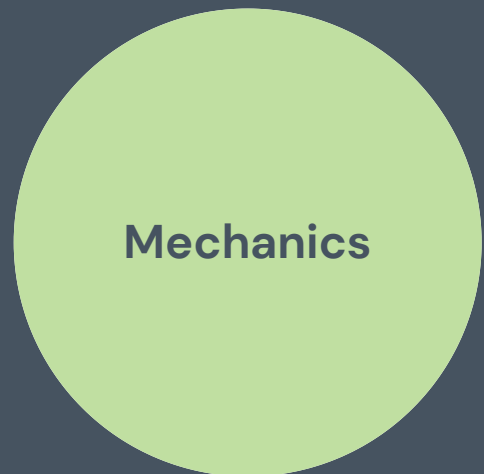
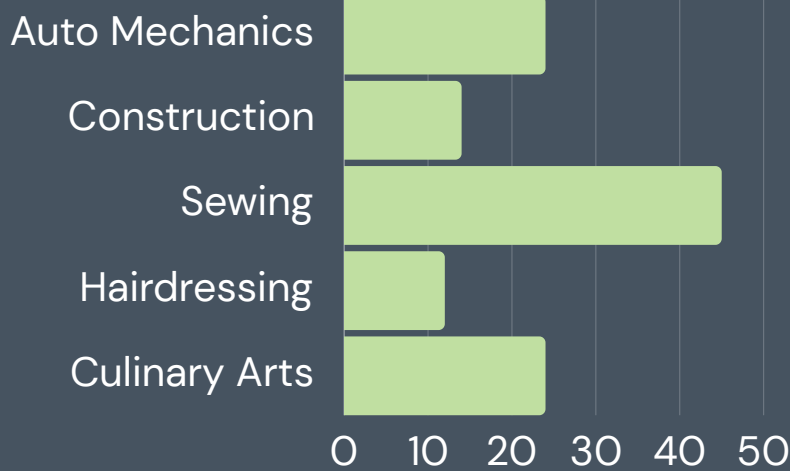
The following data outlines the beneficiary details supported by the funds from Lifetime Exterior Shades in Q3 - 2024.

Participants Directly Supported	23
Female Students	0
Male Students	23
Trade Types	1



### Programs & Students

### Funded Trade Type



# EDUCATION DETAILS

## EXPLANATION

The following data outlines the beneficiary details supported by the funds from Lifetime Exterior Shades in Q3 - 2024.

The education duration presented was achieved by fifteen individual beneficiaries from March 1st - 31st, 2024.

Collective Education Months

41

Collective Education Weeks

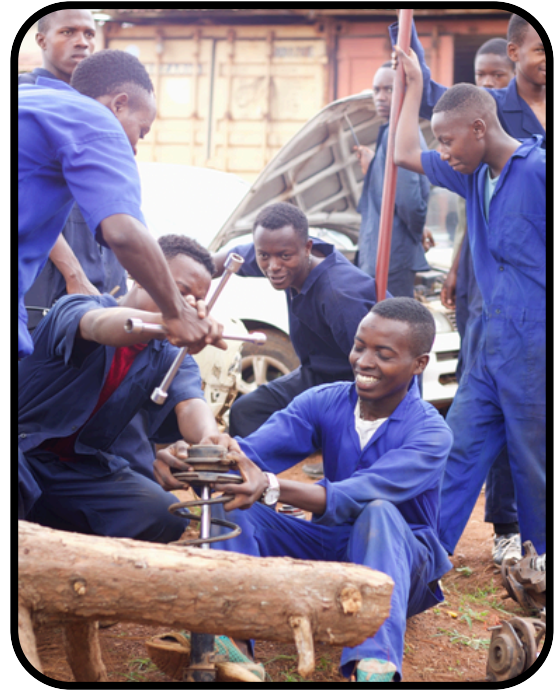
124

Collective Education Days

618

Collective Education Hours

3085



### Key Topics

- Vehicle Systems Knowledge
- Use of Tools and Equipment
- Troubleshooting Skills
- Safety Practices
- Reading Technical Manuals

### May 2024 Attendance Rate

83%

# SUMMARIZED IMPACTS & DATA

23

Students Supported

13

Salaries Supported

1

Trade Types Supported

83%

May Attendance Rate

41

Collective Months of Education

124

Collective Weeks of Education

617

Collective Days of Education

3085

Collective Hours of Education

# YOUTH TRADES PROGRAM SUMMATION

The Youth Trades Program (YTP) embodies a forward-thinking strategy to address the profound socio-economic challenges faced by Rwanda's youth. This program transcends conventional vocational training, implementing a holistic development model that integrates economic empowerment, social inclusion, and community development.

At its core, the YTP is a transformative initiative designed to equip Rwandan youth with the skills and knowledge necessary to thrive in an evolving economy while positively contributing to their communities. The program's strategic emphasis on resilient livelihoods, innovation, and entrepreneurship demonstrates a deep understanding of the multifaceted challenges young Rwandans face, including poverty, unemployment, and limited economic opportunities.

By fostering a new generation of skilled and adaptable individuals, the YTP is laying the foundation for a robust and stable economic future. This Impact Report underscores that the YTP is not merely a response to immediate needs but an investment in the long-term resilience and prosperity of Rwanda. The program's comprehensive approach to skill development and youth empowerment highlights the transformative potential of targeted educational initiatives.

In empowering its youth, Rwanda is addressing current challenges and paving the way for a more sustainable, equitable, and prosperous future.

# INITIATIVE IMPLEMENTATION PARTNER



**Rwanda, Africa**  
Location

**Initiative Operations**  
Involvement

**Youth Trades Program**  
Initiative

## ABOUT RURAL DEVELOPMENT PARTNERS

Friends Peace House, established in response to the aftermath of the 1994 Genocide against the Tutsi in Rwanda, focuses on supporting the nation's youth. Central to its mission is the Mwana Nshuti Vocational Training School, launched in 1998. The school offers vocational training in fields such as Hairdressing, Culinary Arts, Mechanics, Sewing, and Construction. Its objective is to provide practical skills and education to young people who were affected by the genocide, aiming to enhance their financial independence while contributing to community development.

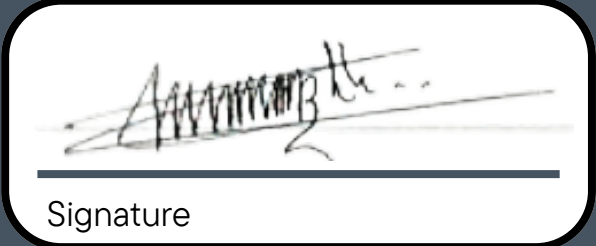
# IMPACT CERTIFICATION



Friends Peace House states that all information in report 24Q31916PWLES is authentic and accurate. We acknowledge Lifetime Exterior Shades' financial contributions and impact through the Youth Trades Program in Rwanda, Africa.

**ANTOINE  
SAMVURA**

President



Signature



Nexus Impacts certifies that all information in report 24Q31916PWLES is authentic and verified. We acknowledge Lifetime Exterior Shades' financial contributions and impact through the Youth Youth Trades Program in Rwanda, Africa.

**LIAM  
MOISE**

Founder and President



Signature



# NEXUS IMPACTS

Make Your Mark