

LIFETIME EXTERIOR SHADES

IMPACT REPORT



Q1 2025



Youth Menstrual Hygiene Management Program

Prepared by
Nexus Impacts

Prepared for
**Lifetime Exterior
Shades**

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INTRODUCTION

OVERVIEW

Lifetime Exterior Shades is committed to making a lasting impact through both their products and dedication to social responsibility. By aligning corporate goals with customer values, they support transformative social initiatives, extending their influence beyond those directly associated with their brand.

One of the cornerstone programs supported by Lifetime Exterior Shades is the Youth Menstrual Hygiene Management Program (YMHM). This initiative addresses the pressing issue of period poverty, which affects many young girls and women globally. By providing health education and sewing training, this program empowers young girls and women with the knowledge and skills needed to manage menstrual hygiene independently and with dignity.

IMPACTS CREATED

- **Reduced Health Risks:** Participants gain essential menstrual health knowledge, lowering health risks associated with inadequate care.
- **Increased Dignity:** Learning to make reusable pads empowers young women to manage their periods with dignity and independence.
- **Increased Education:** With access to pads and a lifelong solution, girls no longer miss a week of school each month, boosting attendance and raising education rates by roughly 25%.



CORPORATE ALIGNMENT

Lifetime Exterior Shades' involvement in the Youth Menstrual Hygiene Management Program is a direct reflection of 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 healthier, more resilient 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, and in this case, that purpose is supporting women's health and independence.

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."

25Q1YMHMLES

Verification Code

Lifetime Exterior Shades has pledged over 3% of its annual profits to various initiatives, including 1.5% to the Youth Menstrual Hygiene Management Program in Malawi, Africa. This report represents the impact that occurred during Q1, 2025.



1,488

Months worth of Menstrual
Products

561

Collective Hours of Education

170

Meals Provided



INITIATIVE OVERVIEW

Problem Statement

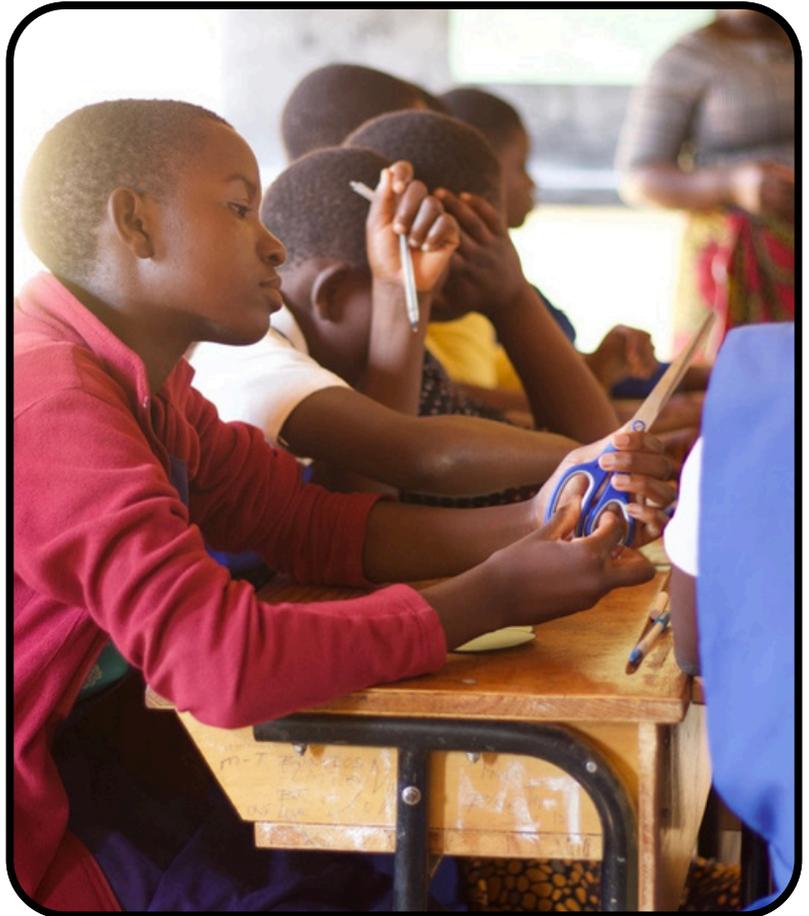
In many communities, young women and girls face obstacles in managing menstrual hygiene effectively, leading to adverse consequences such as school absenteeism, limited educational opportunities, cultural barriers, health challenges, perpetuating gender inequalities, and more. The lack of basic knowledge and access to affordable and hygienic menstrual products further exacerbates these challenges, hindering girls' academic progress and overall well-being. The difficulties of period poverty are exaggerated in rural communities due to financial limitations, cultural taboos, stigmas, and more.

Objectives

- **Menstrual Independence:** Women and girls gain the skills and confidence to manage their menstrual health with dignity.
- **Reduced Stigma:** Open dialogue and awareness reduce menstrual taboos within communities.
- **Sustainable Support Networks:** Community-led sewing clubs and educational networks provide lasting resources for menstrual health.

CONTEXTUAL CHALLENGES

The local environment of rural communities where the beneficiaries reside faces unique challenges compared to more privileged regions globally. The Youth Menstrual Hygiene Management Program in Malawi, Africa, seeks to address several critical issues related to period poverty, including but not limited to:



Limited Access to
Menstrual Hygiene
Products



Reduced Education and
Opportunities



Cultural Taboos and
Stigmas



SUSTAINABLE STRATEGIES

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

KEY STRATEGIES

School Districts

Collaborate with the local school districts to maximize engagement and systematic program adoption.

Community Leaders

Engage and train community members, especially female leaders, to effectively implement and sustain the program.

Sewing Clubs

Implement sewing clubs at the schools where the programs are operated to increase generational independence.

Local Materials

Strictly uses locally sourced materials to ensure pad production beyond the initiative's support can continue.

IDENTIFICATION DETAILS

EXPLANATION

The following information outlines the identification details of two programs that resulted from Lifetime Exterior Shades' financial contributions for Q1- 2025.



Lupaso Primary

School Name

-11.4074309, 33.9829153

Coordinates

501402

School District Number

**1/20/2025 –
1/24/2025**

Program Dates

One

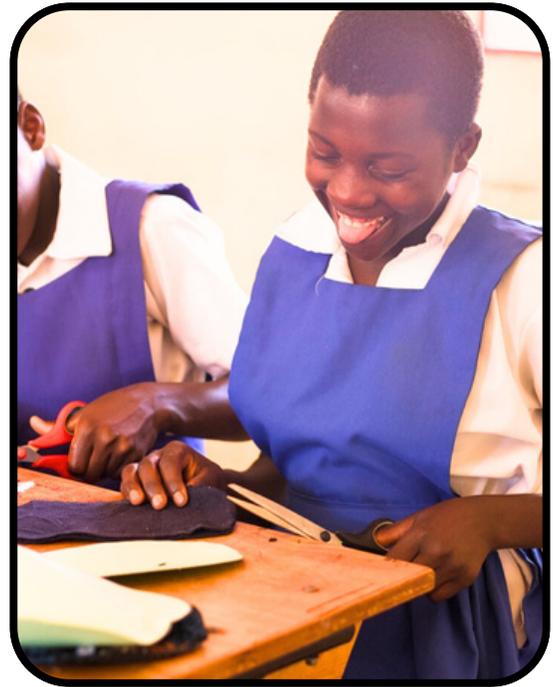
Number of Programs

BENEFICIARY DETAILS

EXPLANATION

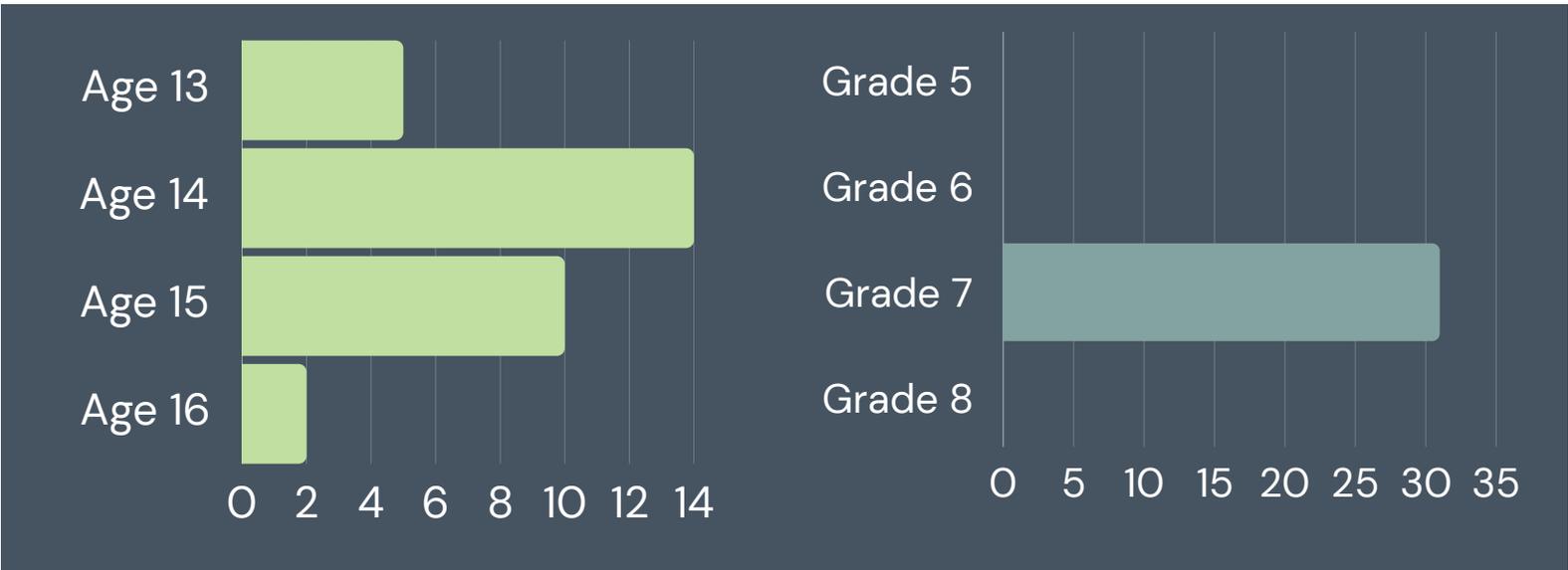
The following data outlines the beneficiary details during programs funded by Lifetime Exterior Shades' for Q1- 2025.

Total Participants	33
Female Students	31
Male Students	0
Local Mothers/Teachers	2
Contracted Trainers	1



Student Age Range

Student Grade Range



EDUCATION DETAILS

EXPLANATION

The following data outlines the education details during programs funded by Lifetime Exterior Shades' for Q1- 2025.

Sewing Education Hours

363

Women's Health Education Hours

198



Women's Health Education Topics

- Day 1. Introduction to Menstruation
- Day 2. Hygiene & Well-being
- Day 3. Sexual Health & Consent
- Day 4. Questions & Topic Review
- Day 5. Community Empowerment & Disease Transmission

Sewing and Health Education Hours

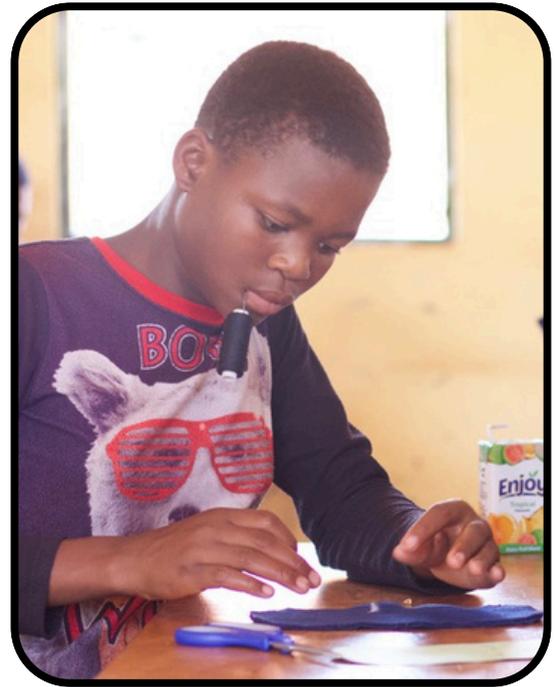


KEY RESOURCES SUPPLIED

EXPLANATION

The following data outlines the key resource details during programs funded by Lifetime Exterior Shades' for Q1- 2025.

Sewing-kits	31
Meals	170
Underwear	62



Sewing Kit Items

Meals & Underwear

- Scissors
- Chalk
- Thread
- Cut-Outs
- Needles & Pins
- Four Pads Worth of Materials



PRIMARY IMPACTS & OUTCOMES

EXPLANATION

The following data outlines the primary impacts and outcomes during programs funded by Lifetime Exterior Shades from Q1- 2025, broken down by various factors of time.

Duration Worth of Menstrual Products

124

Years

1,488

Months

10,416

Days



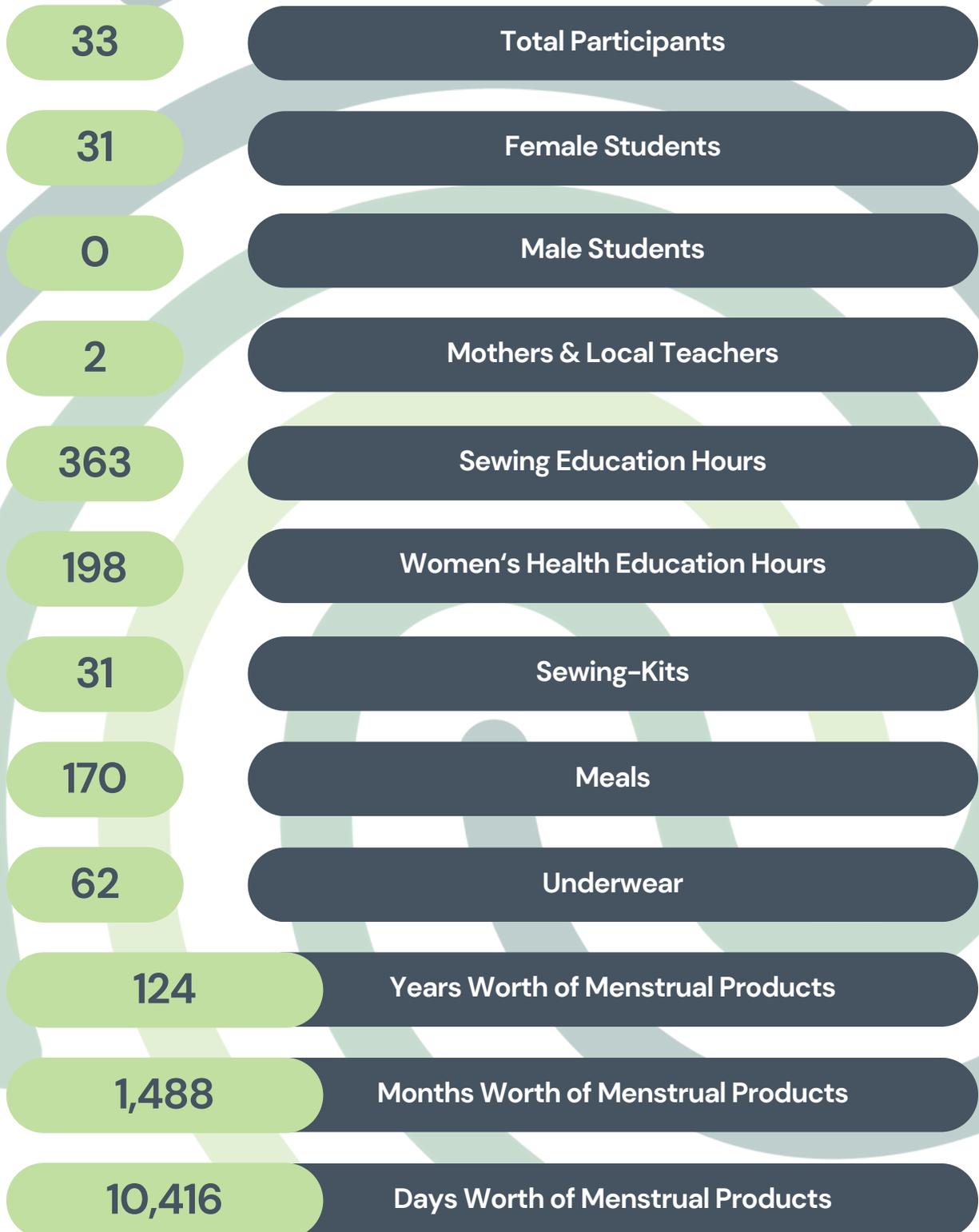
Menstrual independence

The program's impact goes beyond making pads. It fosters long-term menstrual independence, boosts school attendance, improves health, and empowers communities. Lifetime Exterior Shades is building a future where menstrual health is sustainable and accessible.

Developing Sewing Clubs

The program creates compounding benefits as participants share knowledge with friends, family, and the community. With the establishment of a sewing club/hub, community members can independently produce pads, amplifying the initiative's reach and sustainability.

Summarized Impacts



YOUTH MENSTRUAL HYGIENE MANAGEMENT PROGRAM SUMMATION

The Youth Menstrual Hygiene Management (YMHM) Program champions individual autonomy and menstrual health outcomes for women. It educates young girls and women on essential health and hygiene practices while equipping them with sewing skills and empowering them to take control of their well-being. By integrating mothers' groups and educational institutions, the program fosters community stewardship and accountability.

The YMHM Program addresses stigma and misinformation about menstruation, creating a more informed and confident generation. The inclusion of sewing skills training provides practical benefits and opens economic opportunities. This dual focus on health and skill development benefits individuals and the broader community.

By training educators and community leaders, the YMHM Program ensures sustainability and scalability, fostering mutual support and shared responsibility. This community-centric model enhances the program's long-term impact.

The YMHM Program's emphasis on personal empowerment and community health positions it to leave a lasting legacy. This approach helps young girls and communities combat period poverty, guiding them toward healthier, self-sustained futures. By addressing immediate and systemic challenges, the YMHM Program demonstrates the transformative power of targeted educational initiatives, fostering a more equitable and prosperous future.

INITIATIVE IMPLEMENTATION PARTNER



Malawi, Africa
Location

Field Operations
Involvement

Youth Menstrual Hygiene Management Program
Initiative

ABOUT RURAL DEVELOPMENT PARTNERS

Rural Development Partners is a local Non-Governmental Organization established in 2015 and registered with the Malawi Government as a Company Limited by Guarantee. Working as a non-profit organization, in partnership with other organizations implementing integrated projects in Malawi, they envision autonomous communities steadfast in achieving justifiable development through service provision and capacity building. They exist to cultivate hope and advance development work intended to empower marginalized communities. The Youth Menstrual Hygiene Management Program is one of the multiple initiatives aimed at achieving empowered communities.

IMPACT CERTIFICATION



Rural Development Partners states that all information in report 25Q1YMHMLES is authentic and accurate. We acknowledge Lifetime Exterior Shades' financial contributions and impact through the Youth Menstrual Hygiene Management Program in Rural Malawi, Africa.

**DANIEL
NYIRENDA**

Founder and President
January 17th, 2025

A handwritten signature in black ink, appearing to read 'Daniel Nyirenda', written over a horizontal line.

Signature



Nexus Impacts certifies that all information in report 25Q1YMHMLES is authentic and verified. We acknowledge Lifetime Exterior Shades' financial contributions and impact through the Youth Menstrual Hygiene Management Program in Rural Malawi, Africa.

**LIAM
MOISE**

Founder and President
January 17th, 2025

A handwritten signature in black ink, appearing to read 'Liam Moise', written over a horizontal line.

Signature



NEXUS IMPACTS

Make Your Mark