Hoopo

Re-defining charity from pity to paychecks

AUG 2024

LIVESTOCK FATTENING INVESTORS REPORT

(Procurement, Rearing & Selling - PRS Report)

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President's Note

We are delighted to share this year's (2024) Investor Report for the Procurement, Rearing and Selling (PRS) of Cattle Livestock initiative. This year, we continued our journey of creating impactful change, with our Cattle Farmers–VSEs (Very Small Entrepreneurs)--and investors once again seeing strong returns and breaking our average daily weight gain record, showing the resilience of our programs, alhamdulillah.

Reflecting on the past year, we have built on the lessons learned and the successes of previous cycles. Our continued partnership with organizations like Humaniti and academic institutions has enabled us to keep making an impact on critical issues such as poverty, food security and environmental sustainability, while always innovating and making the most of available resources.

As we express our gratitude to Allah SWT for His mercy and blessings, I would like to seize the opportunity to thank our investors, partners and volunteers for their unwavering support. Your contribution has been the cornerstone of our achievements and helped us once again to demonstrate that investing in people is always a good decision.

We also recognize that our work is far from over, particularly in filling key volunteer roles essential to the ongoing success of our programs. If you're inspired by our mission to help impoverished populations build better lives and are interested in helping us toward that goal while improving your skills in different areas (Digital Marketing, Business partnerships and Finance), please reach out to us. We would be thrilled to work with you to redefine charity from pity to paychecks.

Please find enclosed our full investors report for your review and to share within your networks.

Yours in service,

Naseer Qureshi
President, Hoopo

A Message from our Exclusive Sponsors, Humaniti

Dear Friends,

The past year seemed like the world has suffered from an avalanche of conflicts and disasters. At the same time, we did every thing we could to be on the frontlines to respond to communities in crisis.

Our global donors responded with kindness and generosity and this enabled relief and hope for millions across the world.

Humaniti is a global organization dedicated to informing, inspiring, and improving the lives of people from all walks of life, irrespective of race, religion, culture, or creed. Through innovation, entrepreneurship, and strategic partnerships, we deliver social justice and drive measurable impacts worldwide. Our mission is simple: to impact billions of lives.

Since 2020, through our partner network of trusted global NGOs and innovative organizations, we have implemented projects in the areas of disaster relief, food security, water, healthcare, education, Orphan & Single Parent support, and economic empowerment. The collective impact of our work has reached millions of people across 23 countries and counting.

I am thrilled for the partnership we have developed with Hoopo and its team of passionate humanitarians. We welcome the success of the recently-completed PSR project and the impact it has had on the lives of over 21,000 beneficiaries across rural Pakistan. Humaniti has expanded its support for innovation and sustainable projects across Pakistan and our work with Hoopo reflects this commitment.

As we look ahead to the final months of 2024 and move into 2025, I am counting on your compassion and generosity to uplift our neighbours in need, God willing!

With Gratitude,

M. Firaaz Azeez
Executive Director, Humaniti

Humaniti

Procurement, Rearing & Selling Report 2024

It is with great excitement, honour and graciousness that we share, Hoopo was able to provide a positive return for our Very Small Entrepreneurs (VSEs), our Local Partner on the ground, and our Investors/Supporters (i.e. you!).

The concept of VSE (Very Small Enterprises) was brought to life this year by entrepreneurs like Zainab Cattle Feeders. Seven cattle feeders from three villages participated in our 6-month cattle rearing program. Our local partner collaborated with banks and the Federal Board of Revenue to establish business bank accounts for three very poor and illiterate women farmers, empowering them to become successful entrepreneurs.

This initiative has helped both the VSEs and their families to break out of perpetual poverty cycles. Previously, these farmers would take loans, with interest rates as high as 20-60%, which they are never able to pay off. In this investment cycle every VSE received 1.5x the salary when compared to the average cattle farmer in Pakistan and 2.5x more salary when compared against those with only 1-2 years of similar experience.

To make sure that the investment cycle reaches completion safely, this year again, Hoopo took many measures to safeguard the health and wellbeing of our cattle:

- Vaccinated all cattle
- Arranged for monthly check ups of the cattle by a local livestock veterinarian
- Routinely (every month) weighed cattle to ensure appropriate weight gain.

Weight gain efficiency :

What allows our VSEs to achieve (much) better pay than the average cattle feeder in Pakistan is our special cattle feeding technique. We utilize manure to make our organic cattle feed grow faster in a natural and sustainable way while generating Biogas simultaneously. This results in a higher quality cattle feed, supplies families with natural gas to cook for free, and it also keeps costs much lower for our VSEs compared to the usual cattle feed prices. By constantly monitoring our cattle and making sure to adjust their regimen, we ensure an optimal weight gain for the cattle, allowing our farmers to achieve better weight gain with less expenses, resulting in more profits for them (and by extension an even better ROI for YOU).

Here are the key figures from this cycle:

Best weight gain over the investment cycle:	**127kg**
Average weight gain over the investment cycle:	**84.7kg**
Average weekly weight gain:	**4.16kg**
Average daily weight gain:	**0.59kg**
Number of cattle :	**35**

Our 2024 PRS Returns

- VSE (45% of yielded profit): $626.8 CAD (bonus for each of the 7 VSEs) - in addition to the monthly income paid to them through Hoopo.
- Investors (40% of yielded profit): $111.43 CAD (return on top of the base $975) - 11.43% ROI (25.85% annualized ROI)
- Local Entity (15% of yielded profit): $1462.5 CAD (on top of their fixed scope salary for contracted operational services)

Investment Type	Year	Return On Investment (6 months)	ROI (Annualized)
Private	2018	10.75%	21.50%
Private	2019	11.10%	22.20%
Public	2020	12.75%	25.50%
Public	2021	13.21%	26.42%
Public	2022	3.83%	7.66%
Public	2023	11.77%	25.31%
Public	2024	11.43%	23.94%
Running Average (7 completed cycles)	2018 - 2024	10.69%	21.79%

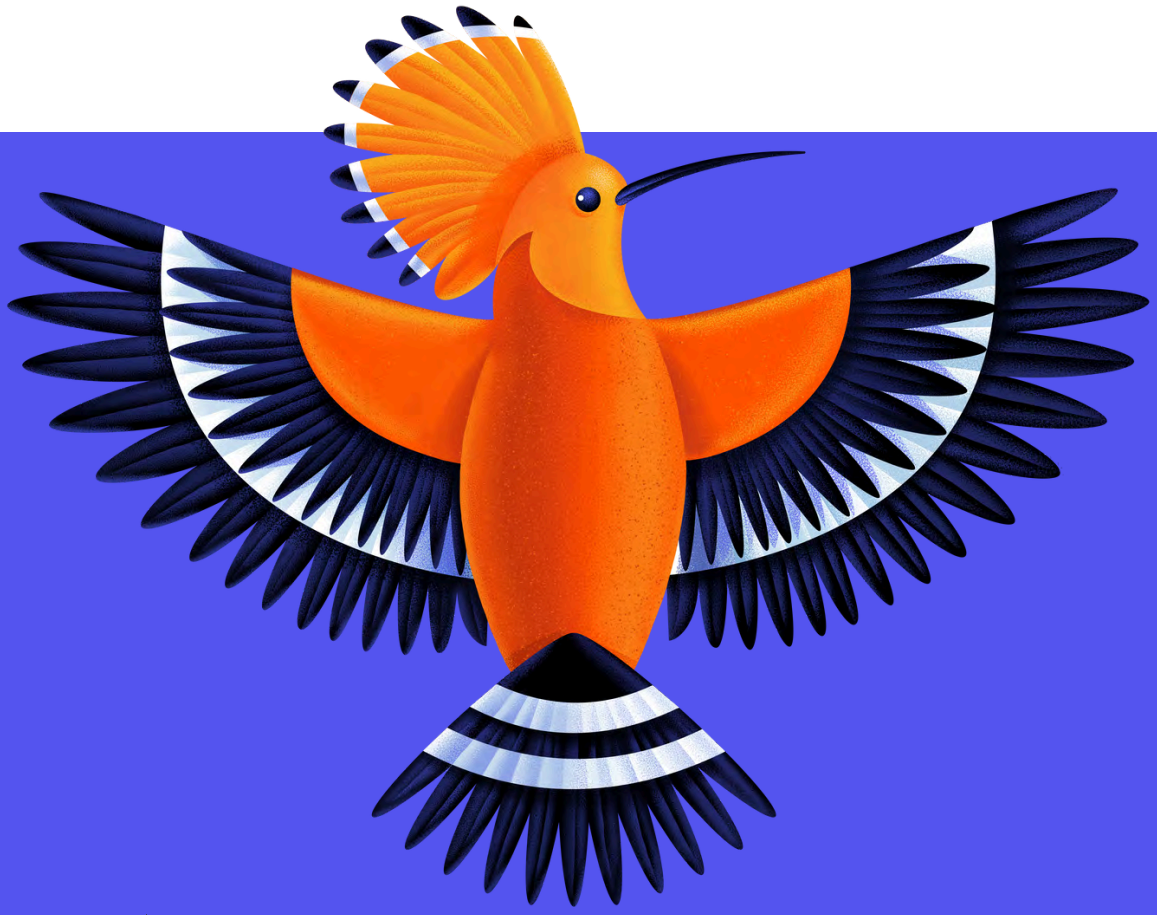
This year again, our ROI is more than 10%, **our 7 year average now sits at approximately 10.69% over a 5-6 month period and 21.79% annualized**. As has been stated in previous iterations, our focus isn't only about monetary returns, it is about the "Triple P" model where we benefit the People, Planet and work towards a Profit for both. Throughout the cycle there were many ripple benefits which included:

- Providing a sustainable monthly income to 7 families who have become micro-entrepreneurs
- Creating 91 jobs

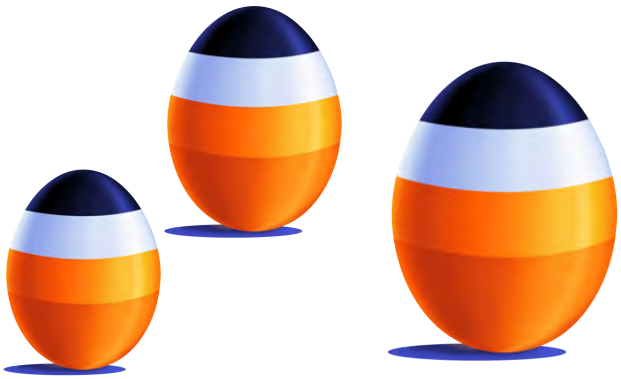
During Eid-Ul-Adha, Hoopo was able to:

- Provide 3,470 families with organic meat
- Distribute meat to 60 villages

How many cattle were purchased?	44	How many meat packages were stored in solar power freezers?	667
How many orders did we receive?	231	How many Entrepreneurs did we help create?	7
How many cattle did we sacrifice?	44	How many villages did we distribute the meat to?	60
How many meat packages did it create?	3,470+	How many people did we distribute the meat to?	21,173



What we've learned!



01 - Volunteers Needed

Hoopo is short staffed and is actively seeking like-minded volunteers who are looking to make a difference in the world - if you are interested in joining in these initiatives your support is needed and welcomed. We are actively seeking content developers for our website and social media platforms. If you are interested and would like to help redefine charity from pity to paychecks, please drop a line to info@goohopo.com.

02 - Scale, scale & scale

Hoopo, despite its efforts in rebranding continues to struggle in scaling and spreading its message - through focus groups and feedback received from its supporters, the number one barrier remains gaining charitable status. Hoopo is actively seeking solutions towards this including partnering with existing organizations to bridge this gap and penetrating the US market. To reach more people, Hoopo is now working on the enhancement of its online presence and communication.

03 - Thank you !

We would like to take the opportunity to once again thank our exclusive partner, Humaniti, who helped us attain these results. Humaniti, procured a significant part of our Eid-Ul-Adha qurbani shares allowing for a heightened benefit with our micro-entrepreneurs (VSEs), the villagers and our investors. Do visit their website and support them as well at wearehumaniti.org.

Humaniti

Re-defining charity from pity to paychecks

Hoopo is a social enterprise that transforms impoverished communities through the power of work. Our unique investment model creates jobs that break the reliance on handouts, while delivering a return to our supporters as well. We put your kindness where it counts.

We thank you for your continued support in our efforts to contribute to the United Nations' Sustainability Development Goals.

Contact

Hoopo

7895 Tranmere Drive, Unit 9
Mississauga, ON L5S 1V9

gohoopo.com
info@gohoopo.com
@gohoopo
donations@gohoopo.com

PRS AUGUST 2024