



LIVESTOCK FATTENING INVESTORS REPORT

(Procurement, Rearing & Selling - PRS Report)

President's Note



We are delighted to present the 2025 Investor Report for the Procurement, Rearing, and Selling (PRS) of Cattle Livestock initiative. This year's cycle reflected the strength and adaptability of our model, with dedicated Cattle Farmers – VSEs (Very Small Entrepreneurs) – and our valued investors once again delivering meaningful impact, Alhamdulillah. While the 2025 PRS Investors' cycle yielded a return of 2.47%, our average cycle return over the previous 7 years, remains in the double digits (11.04%).

In previous cycles, we had challenges 'selling' our cattle qurbani/udhiya shares at the end of the cycle. To challenge the status quo this year, we piloted a 'smaller' cattle to ensure we can sell all qurbani shares. In this cycle we had 25 of the 'larger'/normal cattle size we would normally commence the program with and 25 of the 'smaller' cattle. This allowed us to sell the smaller cattle qurbani shares at a more competitive market rate of \$150 CAD vs the standard \$225 rate. While we were able to sell all qurbani shares, we continue to learn the following: 1. the market remains very competitive and buyers are interested in receiving 'charitable' donation receipts 2. we can not do this without partners such as Humaniti, whom we are incredibly grateful for procuring the majority of our 'smaller' cattle! 3. we need better online presence and need active help from community member volunteers such as yourself. **If you can spare a few hours a week to help build sustainable communities, please reach out to me directly at naseer.queshi@gohoopo.com.**

This cycle also saw the expansion of our Solar Freezer Sustainable Foodbank to Village Madd in Khairpur, Sindh, a move that enhances long-term food security. Funded through the Orphan to Prosperity initiative, this expansion will support eight orphan families with essentials, education, and empowerment programs. This reflects our belief that returns are not measured by numbers alone but by the transformation of lives. We remain deeply grateful to Allah SWT and to our investors, partners, and volunteers for their continued trust and support. Please read through the full report below and share with your networks.

Yours in service,



Naseer Qureshi

Naseer Qureshi
President, Hoopo

A Message from our Exclusive Sponsors, Humaniti

Dear Friends,

In a year that has once again tested the resilience of communities worldwide, our partnership with Hoopo has continued to demonstrate what is possible when compassion is paired with innovation and strategic action. The 2025 PRS Cattle Fattening program not only sustained its track record of measurable success but also expanded its reach, improving lives well beyond the immediate project scope.

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 impact 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 over 350 projects in the areas of disaster relief, food security, water, healthcare, shelter, education, Orphan & Single Parent support, and economic empowerment. The collective impact of our work has reached over 10 million people across 35 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 to 2026, our shared commitment is clear: to scale these efforts, reach more villages, and prove that charity works best when it empowers people to stand on their own feet.

With Gratitude,



M. Firaaz Azeez
Global Executive Director, Humaniti

Humaniti





Procurement, Rearing & Selling Report 2025

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 VSEs was brought to life this year by entrepreneurs like Zainab Cattle Feeders. Eight 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. According to the Central Bank of Pakistan, traditionally these farmers would otherwise take loans with interest rates as high as 35-300%. In the Hoopo PRS 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 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 weighed cattle to ensure appropriate weight gain



Weight gain efficiency :

In 2025, Hoopo's PRS Qurbani program focused on empowering rural farmers through sustainable cattle rearing, organic feeding techniques, and biogas integration. By training and supporting Very Small Enterprises (VSEs), we enabled farmers to achieve better weight gains, lower costs, and improved returns, creating a lasting impact on livelihoods and food security. The initiative highlights two distinct investment products: an eco-friendly model focusing on smaller cattle that prioritize sustainability and cost efficiency, and a maximum meat model centred on larger cattle that generate higher yields and greater returns.

The two tables below outline the key figures and performance highlights for each model.

Maximum Meat (bigger cows):

Best weight gain over the investment cycle: **146.6 kg**

Average weight gain over the investment cycle: **138.8 kg**

Average weekly weight gain: **6.93 kg**

Average daily weight gain: **0.99 kg**

Number of cattle : **25**

Eco-friendly (smaller cows):

Best weight gain over the investment cycle: **146.6 kg**

Average weight gain over the investment cycle: **122 kg**

Average weekly weight gain: **5.67 kg**

Average daily weight gain: **0.81 kg**

Number of cattle : **25**

Our 2025 PRS Returns



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%
Public	2025	2.47%	4.94%
Running Average (7 completed cycles)	2018 - 2025	11.04%	22.5%

For 2025, our ROI came in below that of previous years, closing at 6.18%. This brought our 7-year average to approximately 11.04% over a 5–6 month period and 22.5% annualized.

While the financial returns were lower this cycle, our primary focus continues to go beyond monetary gains, driven by our “Triple P” model — creating value for People, protecting the Planet, and generating sustainable Profit for all stakeholders.

Despite the reduced ROI, the program delivered significant ripple benefits, including:

- Enabling 8 families to earn sustainable incomes as micro-entrepreneurs
- Generating 95 jobs through local operations, supply chains, and community-driven initiatives

This cycle demonstrates our long-term commitment to social impact, environmental stewardship, and economic empowerment for rural communities.

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?

42

How many meat packages were stored in solar power freezers?

667

How many orders did we receive?

294

How many Entrepreneurs did we help create?

8

How many cattle did we sacrifice?

42

How many villages did we distribute the meat to?

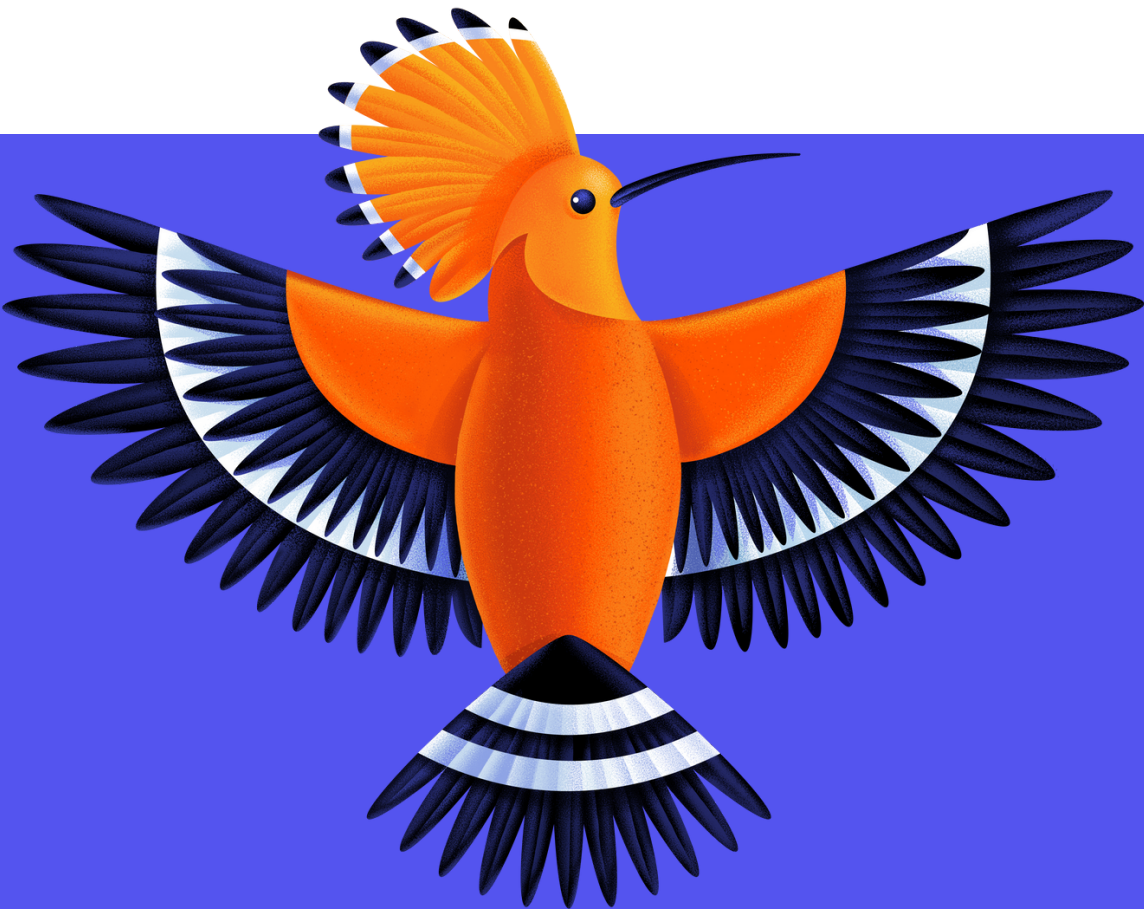
60

How many meat packages did it create?

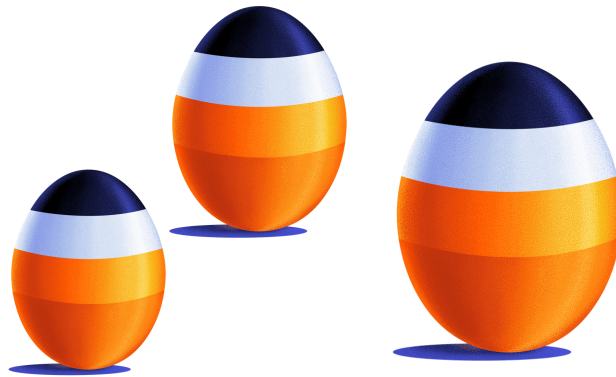
12,000+

How many people did we distribute the meat to?

21,173



What we've learned!



01 - Volunteers Needed

Hoopo continues to operate with a lean team and is actively seeking like-minded volunteers who want to make a tangible difference. In 2025, this need has grown, particularly in areas such as content development for our website and social media, digital marketing, business partnerships, and finance. These skills will be critical to scaling our programs and amplifying our message. Anyone interested in redefining charity from pity to paychecks is encouraged to connect with us at info@gohoopo.com.

02 - Scale, scale & scale

To support our scaling efforts, we launched a pilot program in 2025, introducing a 'smaller' cattle option for Qurbani. This allowed us to offer Qurbani shares at a more competitive market rate — \$150 CAD compared to the traditional \$225 CAD. Through this initiative, we learned that it is more advantageous and sustainable to sell the \$150 CAD Qurbani shares, as they generated higher demand and provided us with a strategic opportunity to offload shares more efficiently while remaining competitive in the marketplace.

03 - Thank you!

We once again extend our gratitude to our exclusive partner, Humaniti, whose procurement of a significant portion of our Eid-ul-Adha Qurbani shares enabled greater benefits for our micro-entrepreneurs (VSEs), the villagers, and our investors. Their ongoing commitment has been instrumental in delivering another year of strong social and financial impact.

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' Sustainable Development Goals.

Contact

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