



### **Issa Trust Foundation Fact Sheet**

Reservations: 800.268.7537  
Website: [www.couples.com](http://www.couples.com)

### **Media Contacts:**

Yanick Dalhouse, BVK Public Relations  
414.351.9563 / [ydalhouse@bvk.com](mailto:ydalhouse@bvk.com)

Patty Tazalla, BVK Public Relations  
414.247.2174 / [ptazalla@bvk.com](mailto:ptazalla@bvk.com)

### **Mission of the Issa Trust Foundation**

The Issa Trust Foundation was established in 2005 by Couples Resorts as a nonprofit organization. Randy Russell, the Senior Vice President and Chief Romance Officer of Couples Resorts, is the Chairman of the foundation's board. Randy's vision, with the help of a dedicated board, has guided the Issa Trust Foundation to its mission: "To provide a system of prevention, health promotion and education, community health improvement and other services to promote well-being and development for the people of Jamaica."

The Issa Trust Foundation remains dedicated to the belief that children are the most valuable natural resource to the country of Jamaica, and the world. The foundation strives to provide an environment conducive to the educational needs of children, in collaboration with other community resources. Through educational and professional programs, the Issa Trust Foundation works with, and advocates for, families to provide a safe, nurturing and permanent environment for children.

### **Goals and Objectives of the Issa Trust Foundation**

The Issa Trust Foundation hopes to benefit the youth of Jamaica by:

1. Promoting positive maternal, child, adolescent and family health values.
2. Enhancing quality of life by promoting prevention and management of infectious and chronic disease.
3. Promoting comprehensive health improvement processes to expand consciousness in communities.
4. Providing a safe, nurturing and healthy environment for children and young adults.
5. Providing a foundation in basic skills, such as reading, writing, mathematics, science, technology and communication.
6. Creating environments that enhance thinking skills, such as creativity, decision-making, problem solving and reasoning.

7. Helping children to develop personal attitudes and qualities, such as integrity, responsibility and self-motivation.

### Programs aided by the Issa Trust Foundation

The Issa Trust Foundation's goals and objectives are currently being achieved through:

- Conducting the Issa Trust Foundation Annual Medical Missions to Negril and Ocho Rios, Jamaica. These medical missions provide treatment for thousands of children by:
  - Enlisting 30 doctors and nurses along with a Bio Tech Specialist to give children access to health care.
  - Mentoring local healthcare providers, so that the practices may be continued.
  - Bringing children back to the United States for life saving surgeries that cannot be performed in Jamaica.
- Rebuilding the Swift-Purcel Industrial School and Home for Boys. Provides care and training for 50 boys, ages 9-16 by:
  - Refurbishing dormitories and building a new cafeteria.
  - Updating the computer lab, library and common areas.
- Contributing to Three Hills Primary School, a small rural school in Jamaica harmed by Hurricane Ivan in 2005. Provides care for students by:
  - Building a brand new establishment to help house students.
  - Adding a library, computer room and physical education area for after school sports.
- Improving Mt. Airy Basic School, a school with 80 students from 3-5 years old and only three teachers. Provides care for students by:
  - Refurbishing the school.
  - Providing needed school supplies.
  - Hiring more teachers.
  - Creating a children's library, reading area and outdoor play area.
- Helping Clifton Boys Home, run by the Diocese of Jamaica. Provides care and training for 30 underprivileged or orphaned boys from ages 6-17 by:
  - Providing school supplies.
  - Supplying bed and bathroom materials.
  - Donating recreational items and a safe outdoor sports area.

### Sponsors of the Issa Trust Foundation

