

Courtney Phillips, Miss Virginia for America 2020
Nominated by NAMI Northern Virginia

CANDIDATE NARRATIVE

Strengths and attributes the NAMI Board has identified as high-priority needs for the 2021-2022 board; any strengths/attributes identified by the candidate are starred and in bold:

- **Diversity of age, race, ethnicity, language, experience and national geography****
- **Knowledge of the philanthropic community and track record with donor cultivation****
- Experience with a variety of revenue models and financial oversight and management
- **Human capital management including professional experience in human resources and personnel development & management****
- Legal and risk management
- **Criminal Justice experience, professional and/or lived****

In 250 words or less, please explain how you will use your skills in the above areas to move the mission of the NAMI Board forward. If you do not have any experience in these areas, please explain what qualities you possess that the NAMI Board of Directors should consider when making their recommendations to the membership.

I have over 15 years of experience in public health marketing, communications, and public relations for major public and private organizations and a Master of Science in Marketing from a top business school. I have leveraged these skills and experiences to build my own outreach initiative, Hope for Invisible Wounds, to impact those suffering from mental illness and substance abuse disorder by leveraging the power of storytelling. Hope now reaches nearly 6000 people daily, and I've been able to share over 20 stories of healing through my blog to help normalize help-seeking behavior.

Additionally, through pageantry, I have been highlighted on news segments, publications, podcasts, and blogs, and was featured as a SHERO in Thrive Global's SHERO series, which resulted in her becoming a comic book hero and sharing her story in the #SHERO Project documentary. And as a national ambassador for NAMI's Frontline Wellness initiative, I am working with NAMI to encourage our nation's first responders to get the care they need.

I have personally helped advance the NAMI mission in my community by...

As a national ambassador for NAMI's Frontline Wellness initiative, I am working with NAMI to encourage our nation's first responders to get the care they need. Additionally, I have shared NAMI messages and materials with mental health and substance abuse facilities as I've traveled around the state of Virginia on tours and visits in my year as Miss Virginia 2020.

I work well in coordination with other leaders to accomplish goals as evidenced by...

My professional work entails working with senior executives in both corporations and governments daily on preparing them to speak to audiences and media. As I've grown in my career, I've developed this into a partnership of collaboration of ideas to ensure audiences are met where they are.

NOMINATOR NARRATIVE

**Summer Parrish
Interim CEO, NAMI Northern Virginia**

Strengths and attributes the NAMI Board has identified as high-priority needs for the 2021-2022 board; any strengths/attributes identified by the candidate are starred and in bold:

- **Diversity of age, race, ethnicity, language, experience and national geography****
- **Knowledge of the philanthropic community and track record with donor cultivation****
- Experience with a variety of revenue models and financial oversight and management
- Human capital management including professional experience in human resources and personnel development & management
- Legal and risk management
- Criminal Justice experience, professional and/or lived

In 250 words or less, please explain how the candidate will use their skills in these areas to move the mission of the NAMI Board forward. If the candidate does not have any experience in these areas, please explain what qualities you feel the candidate possesses that the NAMI Board of Directors should consider when making their recommendations to the membership.

As Miss Virginia for America 2020, Courtney was a vocal advocate for mental health, especially youth, essentials workers, and those who live with PTSD. She created Hope for Invisible Wounds as an outreach initiative to empower people to find new ways to thrive during the COVID-19 pandemic. Through this initiative she reached nearly 6,000 people each day.

This individual has helped advance the NAMI mission in my community by...

As a native of Arlington, Virginia, Courtney helped raise the profile of mental health in our community through her platform as Miss Virginia for America 2020.

This individual works well in coordination with other leaders to accomplish goals as evidenced by...

As Miss Virginia for America 2020, she was a great Ambassador for mental health and worked with leaders across our region and country to reach more than 6,000 people daily with her message of hope and resilience.