

AZ Giving Spotlight: Erika Frantzve of Everyday Heroes Like You

Written by Joanna Brathwaite

Stemming from a passion to help people and make a positive impact, Everyday Heroes Like You was born. Founder/CEO Erika Frantzve shared with us her inspiration and how being Miss Arizona 2012 has helped her dream of community outreach grow a thousand times over.



AFM: What inspired you to start Everyday Heroes Like You?

EF: Ever since I was a little girl my mom would always tell me, "The greatest thing you can ever give someone is your time." Her words were the foundation to my constant drive to "give back" to others. In 2006, at the age of 17, I founded Everyday Heroes Like You 501(c)(3) that now has two national outreach programs, Johnny's Locker and PAWS for a CAUSE. Our mission is to promote and propagate the "everyday heroes" in our communities that have a philanthropic desire to truly make a difference in the lives of others. In the past two years we have gone global with our "Romanian Angels" project and teamed up with the United States Marine Corps to joint sponsor an orphanage in Constanta, Romania.

AFM: How can citizens of the Valley help out?

EF: We are an events based charity so we are constantly brainstorming new ways to work with various organizations, especially the grassroots ones, throughout the valley. We encourage volunteers to check out our website www.everydayheroeslikeyou.com for opportunities where they can make a difference and make online donations.

AFM: What are some of your goals for the organization this year?

EF: I'm very proud that we have been able to go international in the past few years. I absolutely love working with the military so I feel blessed that we can do that on a continual basis through Antonio Placement Center in Constanta, Romania. From a domestic standpoint, this year I want to have our annual PAWS for a CAUSE event and work with local organizations that support foster care for children/teens.

AFM: Can you tell us more about the Zox Strap Campaign?

EF: We have two different limited edition ZOX Straps that are collectables. We have the HEROES strap, which proceeds go towards our projects that are targeted towards our military and the PAWS for a CAUSE straps, which supports humane societies and rescue organizations throughout the country. Locally in Arizona we work with Saguaro Veterinary Clinic to support their anonymous fund for families who have been impacted by economical hardships and cannot afford emergency surgeries for their animals.

AFM: How has becoming Miss Arizona 2012 influenced Everyday Heroes Like You?

EF: Being Miss Arizona USA 2012 was an incredible experience. My goal was to have a jam-packed 365-day schedule combining my title and Everyday Heroes Like You. I truly believe everything happens for a reason and God puts people and opportunities in your path to help you achieve your life goals. To me, being a titleholder in the pageant world was so much more than pretty photos and autograph cards. I wanted to use my title in an impactful way and devote myself to creating something that was full of purpose and meaning. Ultimately, the adventure taught me that in life all you have to do is be yourself and live the story that no one else can. Be proud. Be confident. And most of all be happy, because she who leaves a trail of glitter is never forgotten.