The Los Angeles Brotherhood Crusade is a nonprofit, 501(c)(3) organization founded in 1968 to enrich the lives of youth, seniors, homeless populations, economically disadvantaged families, and under-served individuals in South Los Angeles by providing and facilitating a variety of essential educational services, social services, cultural activities, vocational opportunities and economic empowerment opportunities.

Our Mission

The Los Angeles Brotherhood Crusade mission is to remove and/or help individuals overcome the barriers that deter their pursuit of success in life.

Our Vision

The Los Angeles Brotherhood Crusade envisions a South Los Angeles devoid of health disparities, disenfranchisement, and poverty-associated adverse public health conditions. We believe that South Los Angeles can be a safe, thriving, culturally relevant, and inclusive community that provides all residents equitable access to human and social services and continually improves their quality of life.

What is Healthy Kids Zones?

The Healthy Kids Zones initiative is part of The Brotherhood Crusade Scholastic Sport Experience which delivers a holistic trauma-informed sports-based youth development program for 5-15 year old youth designed to increase physical activity, improve nutrition education, facilitate mentoring to improve academic performance and social behavior and promote family and community engagement.

4 Components of Healthy Kids Zones

- Physical Activity: 25%
- Nutrition: 25%
- Mentorship: 25%
- Family Engagement: 25%

Key Outcomes/Assessments

- 1130 students participated in the program
- 4 primary sites – elementary schools & rec center
- Participants lost 2000 lbs during the program
- Aerobic/cardio vascular endurance capacity by 12%
- Created a “culture of health”
- Promoted mentorship & family engagement