

THE BMS PROJECTSM

Body • Mind • Spirit

INFORMATION BROCHURE



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OVERVIEW

The BMS Project is a nonprofit, diverse organization made-up of partners, affiliates, community leaders, business people, philanthropists and mental health professionals across the U.S. We are also parents and coaches who support competitive endeavors while remaining sensitive about the potential impact on physical, mental and spiritual health. We also strive to collaborate with and support other youth sports organizations committed to contribute to young athletes safety good health and general well-being.



WHO WE ARE

WELCOME MESSAGE

“BMS” stands for Body, Mind and Spirit. We believe that sports participation is a wonderful opportunity to learn grow and become productive citizens... it should be fun and enjoyable too. We strive to ensure that remains the case.

The BMS Project is dedicated to assisting sports advocates to create safe, positive competitive experiences; as well as to promote mental health awareness and contribute to suicide prevention for athletes of all ages and their families by providing information, suggested resources and educational guidance. Paraphrased, I am often quoted as saying, “...the reasons that we shouldn’t be doing this are the same reasons that it must be done; therefore, it shall be done!” – Bob Martin



BOB MARTIN FOUNDER

Bob has spent decades serving in various senior executive corporate roles and has been involved in a number of equity, entrepreneurial, and business ventures over his professional career. He founded and served as the CEO and President of National Cinema Network (NCN), which eventually became the largest IPO of the year in its category when it went public as National CineMedia. Bob currently serves as founding CEO and President of BMS Holdings Group a venture involved in market concept testing of innovative products and services and is invested in a diverse portfolio of independent start-up endeavors.

**“THE VERY REASONS THAT
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WHAT WE DO

The BMS Project assists organizations, institutions, youth leagues, parents and coaches to create positive, safe and balanced, healthy, competitive environments in which young participants can thrive, develop and grow. We assist in the early identification of potential life-satisfaction concerns, then provide simple, step-by-step, practical advice and assistance aids; as well as “next-step” resource suggestions. We endorse adult support of young athletes designed to make better people.

In 2025, The BMS Project introduced a Teens Program focusing on mental health and suicide prevention. The Teens Program utilizes Four Pillars: an 1) Introduction, a 2) Pledge, 3) Surveys and 4) Stickers. Additionally, The BMS Project adopted an Early Adolescents Program focused on fostering positive, supportive adult behavior. The Early Adolescents Program utilizes Four Pillars: an 1) Introduction, a 2) Pledge, 3) Parental Survey and 4) Top Ten Tips Sheets for Coaches as well as for Parents and Grandparents. A Childrens Program is in development; as well as a, “Respect the Keepers of the Game” (RESPECT Program) for officials.

HOW WE DO IT

The BMS Project will provide educational and other resources for four categories of stakeholders: 1) Children (ages 4-8), Early Adolescents (8-12) and Teens (13-19). The Childrens Program focuses on literacy, safety and well-being. The Early Adolescents Program addresses and encourages positive adult behavior and support for young athletes. The Teen Program emphasizes mental health and suicide prevention.

WHERE WE ARE

Our Corporate Headquarters is located in Kansas City, Missouri (Jackson County), but our Executive and Advisory Boards consist of members located throughout the U.S. We work nationally through existing youth organizations, affiliates, institutions and other nonprofit organizations that share our ideals and common goals. Our initial local chapters are located in Kansas City, Missouri and Nashville, Tennessee.

HISTORY

The BMS Project was incorporated in January of 2022. The original emphasis of the 501(c)(3) nonprofit organization was to address mental health and suicide prevention concerns for young athletes and their families utilizing concierge-like educational advice and “next-step” suggested resources.

In 2023, it was decided to broaden the mission of the project to assist youth sports advocates to create positive, safe competitive environments and experiences.

OUR BOARD OF DIRECTORS

Our executive board members have a passion for sports and for the safety & well-being of young athletes. They all have young athletes in their families and know the importance that mental health plays in their growth and enjoyment of sports. We are very proud to have these board members and mental health professionals to guide our mission!



LARRY LAUVETZ MA LPC

President & Co-Founder

President, Mental Health Resources
& Co-Founder Willowbrook, Inc.



NANCY HUBACHER

Exec. Board Member

Former NFL
Senior Marketing Executive



BRANDON MEYERS

Treasurer

Senior Vice President,
Corefirst Bank & Trust



KEVIN MAYS M.D.

Exec. Board Member

Psychiatry Specialist,
Psychiatry Associates of KC

THE PROBLEM

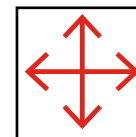
Youth sports is a great opportunity to learn a sport and how to work together to accomplish a goal. Unfortunately, sometimes pressures of performing, high expectations from family/friends or even social media can affect young athletes in an unhealthy way. When a loved one is experiencing a mental health situation, where would you go first to get help? What questions would you ask? You want answers immediately. All you want to do is help your loved one.

“I JUST WANT TO HELP MY KID.”



**QUESTIONS,
MORE QUESTIONS**

When seeking mental health assistance one question quickly leads to more questions. It can be very overwhelming, very fast.



**WHICH WAY
DO I GO?**

Its hard to know where to turn when something as serious a mental health situation occurs.

THE SOLUTION

"Together... here for our youth!"

The BMS Project is nonprofit organization that was formed to address mental health and suicide prevention concerns for young athletes and their families utilizing concierge-like educational advice and "next-step" suggested resources.



In 2023, it was decided to broaden the mission of the project to assist youth sports advocates to create positive, safe competitive environments and experiences. Subsequently, spirituality resources were also added as part of the suggestions and advice offered by The BMS Project. The BMS Project currently addresses sexual misconduct, bullying/hazing, child abuse, addictions/substance abuse; as well as continuing to promote mental health awareness and how to find and vet therapists/counselors. Additionally, resources have been added to address physical well-being concerns such as concussions and suggested recovery down times.

OUR PLAN

01

The BMS Project mission is to provide guidance in a mental health situations. Help with the Search for Local & Online Therapists/Counselors, Tips & Vetting Questions to Ask Therapists & Counselors. Mental Health Topic Articles/Videos and ways to learn the Warning Signs & Crisis Management of a Mental Health situation. Advice on financial & legal aspects of mental healthcare.

02

The BMS Project plans to provide educational and other resources for four categories of stakeholders: 1) Children (ages 4-9), Adolescents (10-13), Teens (14-17) and Adults/Elite Athletes (18 and above). The Children's Program focuses on literacy, safety and well-being. The Adolescents Program addresses and encourages positive adult behavior and support for young athletes. The Teen Program emphasizes mental health and suicide prevention. The Adult/Elite Athletes' Program likewise emphasizes mental health and well-being, however with a broadened scope of adult subject matter. Our early-step safety and well-being programs are simple and easy to maintain. The Teen Program utilizes The Four Pillars: I. An Introduction, II. Pledge, III. Surveys and IV. Stickers. The Adolescents Program utilizes Positive Advocate Tips Sheets for parents, coaches, related parties and guests, as well as officials. We then provide next-step suggestions to assist users further quest for assistance, as needed.



FAQ

01

WHAT DOES “BMS” STAND FOR?

Body, Mind, Spirit

02

WHEN DID THE BMS PROJECT, INC. BECOME OPERATIONAL?

We were incorporated and began operations in January 2022

03

WHAT SERVICE/PRODUCT(S) DOES THE BMS PROJECT PROVIDE?

We provide advisory services, tools, aids, advice and information designed specifically to assist coaches and organizations to provide positive competitive environments. We further provide first step mental health and suicide prevention advisory services and helpful information. Finally, we provide helpful information to assist families and individuals in crisis. We provide referrals to mental health professionals and service providers that can provide diagnosis and subsequent treatment services for mental health related conditions – including counseling. In addition to our various early step mental health advisory services and resources, we also provide financial and legal advice to interested site visitors.

THE BMS PROJECT'S MISSION

The BMS Project is a 501(c)(3) nonprofit organization whose mission is to assist amateur sports advocates to create and maintain positive, healthy and safe competitive environments and experiences for athletes and competitors of all ages and their families; as well as to promote mental health awareness and contribute to suicide prevention. To accomplish our mission, we work with athletes, sports advocates, for profit and nonprofit partners and affiliates to provide for the safety and well-being of athletes. We define “sports advocates” as parents, coaches, mentors, officials and school counselors

BODY

The BMS Project's “BODY” - We address the physical and Safety & Well-Being topics and resources. You will find links to Tip Sheets, Self-Help Topic Articles, First Aid suggestions, as well as appropriate, lyric reviewed and approved up-tempo music to use during repetitive skill drills. The topic articles deal with a range of physical related topics including, but not limited to common injuries and the importance of recovery time, downtime and pre-competition conditioning.

MIND

Under “MIND” we provide mental health awareness and contribute to suicide prevention. Our early step mental health educational services include how to identify and vet mental health therapists & counselors, pursue mental health assessment services, as well as how to respond to situations involving the threat of self-harm (“988”).

SPIRIT

We deal with metaphysical matters that also influence the safety and well-being of athletes and their families. Included will be references to religion. The BMS Project does not endorse any particular religion. Religious resources are provided to assist visitors to explore spiritual paths that might contribute to their safety and well-being.

THE FOUR PILLARS

The BMS Project Programs utilize The Four Pillars: I. An Introduction, II. Pledge, III. Surveys and IV. Stickers. There are also Positive Advocate Tips Sheets for parents, coaches, related parties and guests, as well as officials. We then provide next-step suggestions to assist users further quest for assistance, as needed.



I. INTRODUCTION, II. PLEDGE, III. SURVEY, IV. STICKERS

OUR SERVICES



Pictured left to right: Roger DeWilde, M.ED., Lisa Beavers, Ph.D., Reagen "Reggie" Kanagawa (Community Ambassador and Associate Research Director of the BMS Project) and Larry Lauvetz, MA, LPC (President, theBMSproject)

CONFERENCE EVENTS

The BMS Project offers to provide speakers at sports conference events to talk about physical and mental health subjects for a donation. We've provided services to many such conferences such as The Youth All Sport Expo organized and conducted by the Kansas City Royals Amateur Development (RAD) Program.

Pictured left to right: Roger DeWilde, M.ED., Lisa Beavers, Ph.D., Reagen "Reggie" Kanagawa (Community Ambassador and Associate Research Director of the BMS Project) and Larry Lauvetz, MA, LPC (President, theBMSproject)

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Athlete Safety & Well-Being!

THANK YOU!



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