

DOING A WORLD OF GOOD

James Sherlock uplifts spirits around the world

BY MICHAEL NUNES
THE OCEAN STAR

Global poverty is one of the biggest issues impacting human civilization. According to James Sherlock, Point Pleasant Beach resident and founder of Reborn Outreach International, it's a problem that he tries to make a dent in every day.

Mr. Sherlock started the nonprofit nine years ago to bring a sense of hope to children living in the world's most economically depressed areas.

"These children don't have a voice and they live in extreme poverty and everyone around them is in extreme poverty," Mr. Sherlock said.

"No one thinks really prosperously, they think survival and what I like to do is come in and bring in a new vision. They are not pitiful, they are powerful and they can do anything if they put their mind to it."

IT DOES COMPUTE

Recently Mr. Sherlock has collaborated with Point Pleasant Beach High School to donate over 180 laptops to children living in Kenya and the Dominican Republic, giving children in those countries a view of the outside world.

"I come from nowhere, all of a sudden I am on top of the second floor looking down at these students and I felt like Bon Jovi saying, 'Hey, we are going to supply your school with laptop computers' and they flipped out," Mr. Sherlock said.

"They had never thought they would be able to even touch a laptop computer and now it connects them with the world, it gives them opportunity."

This year, the charity also opened three computer science centers in Kenya.

In a YouTube video published onto the platform in October, students from schools all over the world thanked Point Pleasant Beach High School for their donation.

"As a parent of two of our students, Mr. Sherlock approached us with an opportunity to donate our technology to help students around the world who do not have the resources we have in Point Beach.

We couldn't pass it up," Superintendent of Schools Will Smith said.

"We saw the promise in reallocating tech that had been replaced in our district but could be useful in the hands of children in other countries.

"But, as confident as we were in our decision, it was the motivation of our students to help their peers throughout the world that ultimately made it happen. I guess it's fair to say that technology bridged a divide between us in a way we hadn't anticipated and created an opportunity for our students to experience the joy of giving."

THE MAN BEHIND THE HEART

Mr. Sherlock began the charity as a way to give back, in the best way he knew how.

"I've been a serial entrepreneur my whole life, making money for other people, like on Wall Street for investors, so I thought I would take that same mindset," he said.

The nonprofit allows Mr. Sherlock to take the concerns of the poorest on the globe and voice them on the world stage.



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JAMES SHERLOCK

PHOTO COURTESY JAMES SHERLOCK AND REBORN INTERNATIONAL

Mr. Sherlock giving children in Africa laptops to help improve their education and connect them with the outside world.

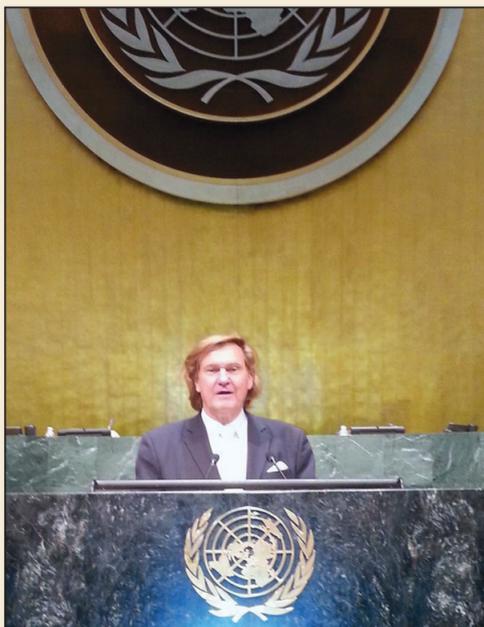


PHOTO COURTESY JAMES SHERLOCK AND REBORN INTERNATIONAL

Mr. Sherlock, who started his charity in 2009, has spoken at the UN multiple times in support of impoverished children throughout the globe.



PHOTO COURTESY JAMES SHERLOCK AND REBORN INTERNATIONAL

Point Pleasant Beach High School helped to donate around 180 laptops to students in Kenya this year, with the help of Mr. Sherlock and his charity.

He has spoken numerous times at the United Nations in New York City, a feat he never thought he would accomplish.

"That proves there is a God, how do I get into these places without a divine connection?" Mr. Sherlock said.

He also has been recognized for his work. In 2017 he received the Ellis Island Medal of Honor.

The medals are awarded annually to a group of distinguished U.S. citizens who exemplify a life dedicated to community service," according to a statement by the National Ethnic Coalition of Organizations, which presents the award.

"These are individuals who preserve and celebrate the history, traditions and values of their ancestry while exemplifying the val-

ues of the American way of life, and who are dedicated to creating a better world."

Much of Mr. Sherlock's passion for helping children in need comes from faith.

"I used to be bullied when I was a kid, I had dyslexia, and so the kids were really mean," Mr. Sherlock said.

"I used to hide in a Catholic church because I knew the nuns would get mad if

they fought there. That's how I built a relationship with God because he was my buddy and I grew up like that."

Mr. Sherlock is also no stranger to asking those around him to help by sponsoring a child.

He has gotten the owner of his local gym to sponsor five children since 2010.

"I've been doing it for awhile so it was just some-

thing that was worthwhile," said Karen Nelson, the owner of Vibe on Route 35 South.

"Jim keeps me updated on the kids' lives, how they are doing.

"I don't think there is a better feeling that you could have than knowing that you changed the lives of kids that have so little and you have so much."

HELPING KIDS HELP THEMSELVES

The nonprofit organization established in 2009 by Mr. Sherlock is active in 13 countries, including Liberia, Afghanistan, Kenya, Israel, Haiti, Dominican Republic and Uganda.

What differentiates it from other charities is that the mission seeks to teach a spirit of entrepreneurship to those it helps.

"I tell them that they could change their condition by getting a good education and then they could help their families," Mr. Sherlock said.

"What we should be doing is bringing our ideas to their country, there is so much opportunity in these countries."

Reborn so far sponsors around 1,000 orphans around the world, and has raised over \$500,000 in funds to help children in need.

For one of the fundraisers the orphans design blankets and clothing, which later are sold and the funds are put toward that child's education.

The shop on the nonprofit's website features socks designed by orphans Reborn sponsors. Before buying a pair you can view a photo of the child, as well as find what country they are from.

The socks cost \$15 and, according to the website, \$9 goes toward tuition, college funds or toward helping them start their own business.

PLANTING THE SEED

After almost a decade of helping children realize their full potentials, Mr. Sherlock said he is starting to see the results of his hard work.

"Now I am starting to see the fruit from this and I am seeing kids now going into university and going into trade school," Mr. Sherlock said.

"I just had a girl who graduated who became a beautician, I have another guy who is a chemical physicist and he created a gadget that kills bed bugs and he's now working together with the university in rolling that out."

For Mr. Sherlock, the goal of his organization is not just to change the life of one person, but to also change the lives of the people around them.

"That is what I am seeing, these kids now are going to be able to pay it forward and as they get their education, they could help their own brothers and sisters," he said.

"You can change a life, but it is not just changing a life, you're changing a whole family and breaking the chain of poverty.

"God only knows generations in the future how that seed will grow."

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