What’s in a name?

Quoting William Shakespeare as he writes in Romeo and Juliet: “*What's in a name? That which we call a rose, by any other name would smell as sweet*”. Probably. However, the name Rose now forever elicits thoughts of beauty and sweet smells.

The proper question now becomes, what’s a name? According to Merriam-Webster, it is a word or phrase that refers to or that can refer to a specific person, place, or thing. Across the world and over the ages in every clime and culture, great pains are taken in selecting the appropriate name for newborns, with several named after positive prominent members of society such as movie stars, sports icons, religious leaders, etc. Many traditions require women to take the name of their husbands at marriage, whether in a court of law or in traditional marriage, all these suggesting there is a significance in a name. In several religions, prayers are dispatched, and blessings bestowed in a holy name, accentuating the power in names. There is therefore some inherent importance, significance, and power we place in our names that sets us apart even from others that may share the same name. A certain identity and uniqueness that is well guarded and jealously shared. We are proud of our names.

We are also mostly proud of our birthdays, spending millions of dollars annually buying gifts and otherwise celebrating this special day for ourselves or loved ones. The Happy Birthday song is one of the most recognized, memorized, and repeated unaltered songs in the world for a reason. Still, most adults admit to not necessarily needing any of the gifts thoughtfully given on their birthdays. Another pair of socks or tie, really?

Inmyname.org harnesses the power and identity vested in individuals’ names to foster birthday or/and anniversary gift and giving in a very unique manner. We make it possible for an individual or entity to give to others on behalf of someone else who may be unsuspecting. For instance, on a birthday, gifts can be sent to a poor/less fortunate child or children who share the same birth date with a loved one, in the name of the loved one. A donation record and video recording of the child expressing appreciation will be shared with the donor and the loved one to be saved for posterity. This unique concept can be applied beyond individuals to firms, companies, and agencies for all types of anniversaries and significant dates to include religious and cultural holidays. Inmyname.org connects you to vetted needy children worldwide who would otherwise go without any celebration or even recognition of their birthday. Your generosity through your giving will make a world of difference to these wonderful children, and will also make your loved one in whose name you make the donation feel great. Give it a go!

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