

LUCAS FAMILY GIVES BACK

OFFICIAL PROGRAM RULES & LEGAL INFORMATION

Read. Nominate. Give Back.

Purpose of this document

This document combines the public-facing rules for the Lucas Family Gives Back program with a plain-English compliance guide for the program operator. It is designed for a 90-day reader-nominated charity giveback connected to participating Kindle eBooks and Kindle Unlimited royalties.

IMPORTANT LEGAL NOTICE

This is a compliance-oriented template and educational guide, not legal or tax advice. Charitable sales-promotion laws vary by state and can change. Before launching nationwide or naming a selected charity in purchase-related advertising, have a qualified attorney review the final program, website language, and any agreement required by the selected charity or applicable state law.

Operated by I Feel Sorry for Your Mother

Version 1.0 | Effective October 14, 2026

Part I - Official Program Rules

These are the rules intended to be published on the program website. The Sponsor may post a shorter summary elsewhere, but this document controls if there is a conflict.

- 1. Sponsor.** The Lucas Family Gives Back program (the "Program") is operated by I Feel Sorry for Your Mother (the "Sponsor"). The Program is independently operated and is not sponsored, administered, endorsed, or run by Amazon or by any nominated charity unless the Sponsor and that charity later enter into a written relationship that expressly says otherwise.
- 2. Program purpose.** The Program is a voluntary giveback initiative. At the end of each published 90-day cycle, the Sponsor will donate an amount calculated under these Rules to one eligible charitable organization randomly selected from the verified nomination pool for that cycle.
- 3. Cycle dates.** Each Program cycle lasts 90 days. The start date and end date for each cycle will be posted on the official Program page before the cycle begins. A cycle may be aligned with a KDP Select enrollment period, but the Program is administered by the Sponsor, not by Amazon.
- 4. Donation Rate.** Before a cycle begins, the Sponsor will publicly state the percentage of Eligible KDP Royalties that will be donated for that cycle (the "Donation Rate"). The Donation Rate will not be reduced after the cycle starts. The Sponsor may increase the amount or make an additional donation at its discretion.
- 5. Participating titles.** The official Program page will identify the Kindle eBooks included in each cycle. Unless the Program page expressly says otherwise, only royalties attributable to those listed Kindle eBooks are included in the calculation.
- 6. Eligible KDP Royalties.** "Eligible KDP Royalties" means the Kindle eBook sales royalties and Kindle Unlimited/KENP royalties attributable to participating titles during the applicable cycle as reflected in KDP reporting, after refunds, reversals, and Amazon-applied delivery-cost deductions or similar adjustments reflected in the royalty amount. The calculation is made before the Sponsor's own income taxes and does not include unrelated print-book, merchandise, advertising, or other business revenue unless expressly stated for that cycle.

$$\text{DONATION AMOUNT} = \text{DONATION RATE} \times \text{ELIGIBLE KDP ROYALTIES}$$

- 7. No purchase necessary to nominate.** A person does not have to purchase a book, subscribe to Kindle Unlimited, or spend money to submit a charity nomination. This keeps the nomination process separate from any consumer purchase. A book purchase or read does not create a personal charitable account, ownership interest, or right to direct any specific dollar amount.
- 8. Who may nominate.** Nominations may be submitted by adults age 18 or older using the official nomination form. The Sponsor may require a valid email address to prevent duplicate or fraudulent submissions and to contact a nominator if clarification is needed. Do not submit personal information about a child.
- 9. Nomination limit and duplicates.** Unless the cycle page states a different limit, each person may submit one nomination per cycle. Duplicate nominations for the same charity are consolidated. Each distinct verified charity receives one entry in the random selection; a charity does not receive extra drawing weight merely because it was nominated more than once.
- 10. No prize to the nominator.** The nominator does not receive cash, property, a rebate, a tax deduction, or any other prize if the nominated charity is selected. The donation is made to the selected charitable organization, not to the nominator.

Charity Eligibility and Verification

11. Eligible charities. To enter the verified selection pool, an organization must be a bona fide U.S. charitable organization that the Sponsor can reasonably verify as eligible to receive charitable contributions. The Program is intended primarily for organizations recognized by the IRS as eligible to receive tax-deductible charitable contributions and shown in the IRS Tax Exempt Organization Search / Publication 78 data, subject to the verification exceptions described below.

12. Verification checks. The Sponsor may verify IRS eligibility, automatic-revocation status, public filings, state charitable registration or exemption when applicable, official website/contact information, and whether the organization can lawfully receive the donation. Verification confirms eligibility for this Program; it is not an endorsement, rating, or warranty about the organization.

13. Ineligible nominations. The Sponsor may reject or remove a nomination if the nominee is a private individual, political candidate or political committee, for-profit business, crowdfunding campaign, organization with revoked or unverifiable status, organization that cannot accept the donation, organization controlled by the Sponsor or its owners/immediate household, or an organization whose inclusion would create a legal, sanctions, fraud, safety, or material reputational concern.

14. Random selection. After the nomination window closes and verification is completed, each distinct eligible charity will be assigned one entry. The Sponsor will use a neutral random-number or random-selection method. The Sponsor will preserve reasonable evidence of the selection, such as a recording, screenshot, timestamp, or exported result.

15. Alternate selection. If the selected organization cannot be verified, declines the donation, cannot lawfully receive it, fails to respond after reasonable contact attempts, or requires terms the Sponsor cannot accept, the Sponsor may randomly select an alternate from the remaining verified charities.

16. Charity name and logo. Selection does not automatically create a partnership or endorsement. The Sponsor may identify the selected organization by name for factual reporting. A charity logo or other protected brand asset will be used only when permitted by the charity or applicable law.

Donation, Reporting, and Transparency

17. Final calculation timing. KDP reporting and payment can lag behind the end of a 90-day cycle. The Sponsor will calculate the final donation after the royalty information needed for the cycle is reasonably final. Kindle Unlimited compensation is determined from KDP Select Global Fund information and KENP reads, and Amazon generally pays KDP royalties on a delayed monthly schedule.

18. Donation timing. The Sponsor intends to make the donation within 30 days after the final royalty information and applicable royalty payment(s) needed to calculate the cycle are available, subject to verification, charity acceptance, banking/processing delays, and applicable law.

19. Public transparency report. For each completed cycle, the Sponsor intends to publish the cycle dates, Donation Rate, Eligible KDP Royalties used in the calculation, donation amount, selected charity, date donated, and reasonable proof of donation with sensitive financial information redacted.

20. Taxes. Purchasers, readers, and nominators do not make a charitable contribution through the Program and should not claim a charitable deduction based on a book purchase, Kindle Unlimited read, or nomination. Any tax treatment of the Sponsor's donation is solely the Sponsor's responsibility and should be determined with a qualified tax professional.

Integrity, Privacy, and Administration

21. Fraud and manipulation. The Sponsor may disregard automated, duplicate, deceptive, incomplete, or manipulated nominations and may take reasonable steps to preserve the integrity of the Program. Buying, borrowing, page-reading, reviewing, or otherwise interacting with a book solely to manipulate Amazon services or this Program is not required and is not encouraged.

22. Adult-directed nomination form. The nomination form is intended for adults. The Sponsor does not knowingly request personal information from children under 13 through the nomination process. If information from a child is discovered, the Sponsor may delete it and disregard the nomination unless lawful parental-consent procedures are implemented.

23. Privacy. The Sponsor should collect only information reasonably necessary to administer nominations, verify eligibility, prevent abuse, and provide Program updates if the user opts in. The website should publish a privacy policy describing Wix and other service-provider data practices, cookies/analytics, retention, and user choices.

24. Changes, suspension, or cancellation. The Sponsor may make prospective rule changes or suspend/cancel a cycle when reasonably necessary for legal compliance, fraud prevention, platform changes, technical failure, force majeure, or other circumstances that materially impair the Program. Material changes should be posted publicly. If a cycle has already generated an announced donation obligation, the Sponsor should honor it to the extent lawful and practicable.

25. Governing framework. These Rules are intended to be administered from Washington State and are subject to applicable federal law, Washington law, and any other law that applies to the Sponsor, the promotion, the selected charity, or the geographic reach of the advertising. Where applicable law imposes stricter requirements, applicable law controls.

Part II - Plain-English Legal & Compliance Guide

Why this structure matters. Charity-linked sales promotions are regulated differently from ordinary advertising. This Program is deliberately structured so the Sponsor makes a post-cycle donation from its own royalty income, while reader nominations are free and do not give customers a personal prize or personal tax deduction.

1. Washington charitable solicitation / commercial coventurer law

Washington RCW 19.09.020 defines a "commercial coventurer" around a for-profit seller that tells prospective purchasers that a purchase will cause a portion of the sales price, money, or other value to be donated to a named charitable organization. Washington also defines "solicitation" broadly enough to include sale-related statements implying that proceeds will be applied to a charitable purpose. *Washington WAC 434-120-210 currently lists commercial coventurers as exempt from the commercial-fundraiser registration requirement, and the Secretary of State states that commercial coventurers are not recorded with its office.*

- Practical effect: do not describe the customer as making a donation, and do not imply the selected charity receives a fixed portion of that customer's individual purchase unless the campaign has been reviewed for applicable commercial co-venture requirements.
- The safer public claim is: "At the end of each 90-day cycle, we donate the posted percentage of Eligible KDP Royalties to one verified charity randomly selected from eligible nominations."
- Once a specific charity is selected, using its name in future sales-based promotion can change the analysis; obtain the charity's permission and re-check the laws before saying future purchases benefit that named charity.

2. Nationwide advertising can trigger other states' rules

Online book promotion can reach customers outside Washington. Other states use different definitions, contracts, filings, bonds, reports, or disclosure rules for commercial co-ventures / charitable sales promotions.

- California: the Attorney General describes commercial coventurers as businesses representing that purchase/use of goods or services will benefit a charity and generally requires registration and annual reporting unless an exemption applies.
- Connecticut: the Department of Consumer Protection states that a commercial co-venture generally requires a written agreement with the charity filed before the charitable sales promotion, with required campaign terms and benefit disclosures.
- Massachusetts: current guidance describes registration, a bond, filing fee, and campaign contract filings for commercial co-venturers.

Bottom line: The PDF and website should never claim that this document is an exhaustive 50-state legal opinion. Before a campaign is promoted as directly benefiting a named charity in multiple states, counsel should review the intended advertising footprint.

3. FTC truth-in-advertising principles

Federal advertising rules require claims to be truthful, non-deceptive, and supported. FTC guidance for online charitable giving emphasizes clear information about who gets money, how much or what percentage goes to charity, timing, fees, and screening, and warns against burying material disclosures in fine print.

- State the Donation Rate clearly before the cycle starts.

- Define the royalty base precisely rather than using vague phrases like "a portion of proceeds."
- Explain the delay between a 90-day earning cycle and the later donation date.
- Describe verification accurately: "verified for Program eligibility" is safer than saying a charity is "approved," "recommended," or "vetted as trustworthy" unless you truly performed that broader evaluation.

4. IRS charity verification

The IRS Tax Exempt Organization Search (TEOS) can be used to check whether an organization is listed as eligible to receive tax-deductible charitable contributions, review Form 990-series filings, and check automatic revocation information. The Program should record the organization's legal name, EIN, verification date, and supporting IRS/state search results before the drawing.

5. KDP Select and Kindle Unlimited

KDP Select is a 90-day program for Kindle eBooks. Enrollment also places the eBook in Kindle Unlimited. Amazon pays KU royalties based on qualifying pages first read and the KDP Select Global Fund. KDP states that authors may promote books using their own websites and other outreach, while warning authors not to use promotion tactics that manipulate Kindle services.

- Do not promise an exact KU payout per page in advance; the rate is not fixed by your Program.
- Use KDP reports as the source of record for the royalty calculation and retain cycle snapshots/exports.
- Expect payment lag: KDP generally pays royalties monthly, approximately 60 days after the end of the month in which the sale was reported, subject to its current payment terms.

6. Children's privacy / COPPA

Because the books and artwork may appeal to children, keep the nomination workflow adult-directed. COPPA applies to operators of commercial websites or online services directed to children under 13 and to operators with actual knowledge they are collecting personal information from a child under 13.

- Label the nomination form "For adults 18+ only."
- Do not ask children to submit their names, emails, photos, addresses, or charity stories.
- Use a clear privacy policy and review any Wix forms, analytics, advertising pixels, and plug-ins used on child-directed portions of the site.

7. Recommended operating records

- Cycle start/end dates and the Donation Rate posted before launch.
- List of participating Kindle titles and ASINs.
- KDP royalty reports and KENP/KU reports used in the calculation.
- Nomination export with duplicates removed.
- IRS TEOS and state-registration verification for every charity admitted to the draw.
- Random-selection evidence (video, screenshot, timestamp, or export).
- Charity acceptance/permission correspondence, especially before using logos.
- Donation confirmation/receipt and public transparency post.
- Copies/screenshots of the campaign webpage and material promotional claims for each cycle.

Part III - Launch Checklist

Step	Action	Control
1	Set cycle dates	Publish exact 90-day start and end dates.
2	Set Donation Rate	Choose and publish the percentage before the cycle begins.
3	List titles	Identify participating Kindle eBooks / ASINs.
4	Publish rules	Upload this PDF and link it clearly from campaign art and the nomination page.
5	Publish privacy policy	Explain form data, cookies, analytics, Wix/service providers, retention, and contact method.
6	Open nominations	Adults 18+; no purchase necessary; one nomination per person; unique charities receive one draw entry.
7	Verify charities	IRS TEOS + revocation + applicable state registration + official contact.
8	Run random draw	Preserve evidence of the result.
9	Confirm charity	Confirm legal identity, acceptance, payment method, and brand-use permission.
10	Finalize royalties	Use KDP reports; account for refunds/reversals and KU/KENP finalization.
11	Donate	Send calculated amount and retain receipt.
12	Publish transparency report	Post calculation, selected charity, donation date, amount, and redacted proof.

Part IV - Primary Sources and Official References

The following official sources were checked in October 2026. Laws and platform terms can change; re-check them before each major program change or expansion.

- [Washington - Chapter 19.09 RCW, Charitable Solicitations](#)
- [Washington - WAC 434-120-210, Who Shall Register](#)
- [Washington Secretary of State - Charities](#)
- [Washington Secretary of State - Disclosure Requirements](#)
- [IRS - Tax Exempt Organization Search \(TEOS\)](#)
- [FTC - Advertising and Marketing Basics](#)
- [FTC - Online Charitable Giving Portals](#)
- [FTC - COPPA Compliance FAQs](#)
- [Amazon KDP - KDP Select](#)
- [Amazon KDP - Royalties in Kindle Unlimited](#)
- [Amazon KDP - Promote Your Book](#)
- [Amazon KDP - Royalties Estimator / Payment Timing](#)
- [California Attorney General - Commercial Coventurers](#)
- [Connecticut DCP - Charitable Sales Promotions / Commercial Co-Venturers](#)
- [Massachusetts Attorney General - Professional Fundraiser Guide](#)

Website implementation note

A JPG or PNG image file cannot contain a clickable web hyperlink by itself. On Wix, upload the artwork, then either (1) link the entire image to this PDF, or (2) place a transparent/visible Wix button over the artwork's "Official Rules & Legal Guide" call-to-action area and set the button link to the uploaded PDF. Use a descriptive accessible label such as "Open Lucas Family Gives Back Official Rules and Legal Guide (PDF)."

END OF DOCUMENT