

STAND AGAINST SCAMS™



SCAMS ARE RELENTLESS AND **DISRUPT LIVES**

In Canada alone, estimates show there are billions of attempted scams every day. In 2024, more than \$647 million in scams and fraud were reported to the Canadian Anti-Fraud Centre—and, when taking under-reporting into consideration, experts think the total loss could be in the tens of billions of dollars per year.

The stolen money is often used to fund other serious crimes:

Organized Crime

Human Trafficking

The Drug Trade

Terrorism

UNITING AGAINST SCAMS

For the first time, an unprecedented coalition of Canadian organizations is forming to help protect Canadians by confronting the real and rising threat of scams.

The Canadian Anti-Scam Coalition is an alliance of:

Financial Services

Telecom Companies

Law Enforcement

Tech Companies

Government

STOP. CHECK. TALK.™
standagainstscams.ca

STAND
AGAINST **SCAMS™**

PROTECT YOURSELF AND OTHERS

Stand Against Scams invites Canadians to join together with the Coalition to stop malicious criminals from preying on our families, friends, and communities. We're encouraging Canadians to take three simple steps when asked for personal or financial information: Stop. Check. Talk.™



STOP

01

Always stop and think. This is your life and your money—so take a breath, take a pause, and take a moment to ask yourself: Could this be a scam?

CHECK

02

If something seems suspicious or too good to be true, check it out. Refer to a trusted source, ask a friend or family for advice and guidance.

TALK

03

Sharing details about scams with others helps strengthen our collective ability to stay safe. Talk about how you avoided a scam to help others do the same.

SPREADING THE WORD IS A POWERFUL WEAPON

Scammers are growing more sophisticated and convincing every day, and they take much more than our money. Victims often report feeling afraid and ashamed, losing their ability to trust, and losing confidence in how they interact with others. By talking about scams, we can protect others and let victims know they're not alone.



ONLY 5-10%

of all scams are reported

\$647 MILLION

reported dollars
lost to scams in 2024

TENS OF BILLIONS

estimated total dollars
lost every year

Source: Canadian Anti-Fraud Centre

Share your story on social media: **#StandAgainstScams**

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