

## Protecting Canadians: The Canadian Anti-Scam Coalition

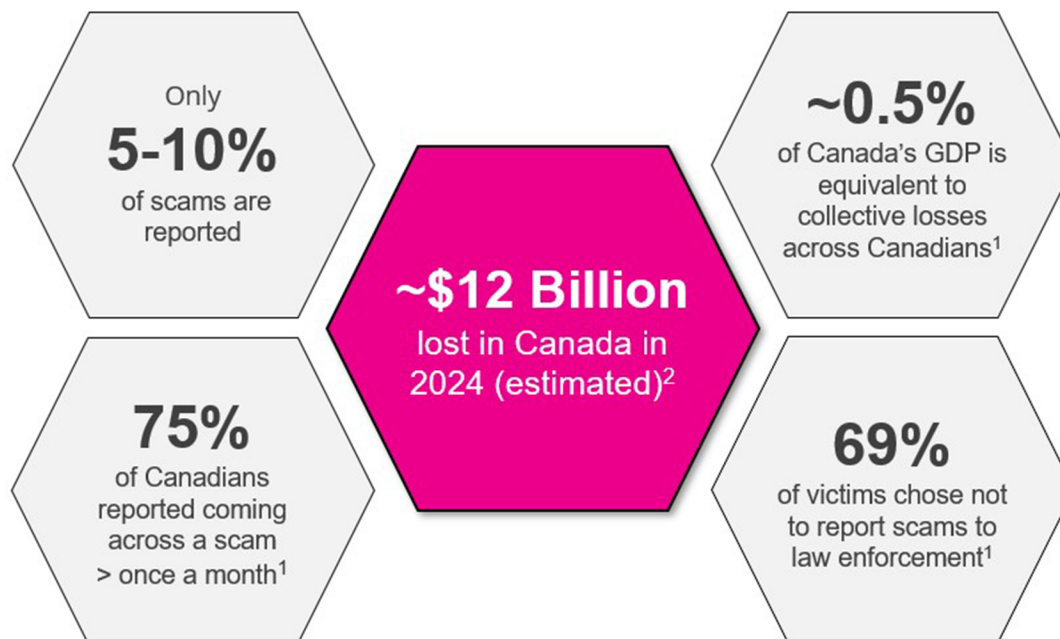
A strong and unified cross-sector effort is required to address the ever-evolving and increasingly sophisticated threat of scams. That's why the CBA and Canada's banks led the creation of the Canadian Anti-Scam Coalition (CASC), a new collaborative approach to fighting scams in Canada. CASC represents a coordinated response to scam operations that target Canadians through multiple channels, from traditional phone calls to sophisticated online schemes and emerging methods using artificial intelligence.

**STAND  
AGAINST SCAMS™**

Member organizations have committed funding and expertise to create a comprehensive national anti-scam education campaign launching this fall, and are collaborating on solutions to protect Canadians by confronting the real and rising threat of scams. [Learn more at StandAgainstScams.ca](https://StandAgainstScams.ca).

## Scams are encountered in Canada every day

Money stolen through scams is often used to fund more serious crimes, including human trafficking, organized crime, terrorism, and the drug trade. The Canadian Anti-Fraud Centre reported \$647 million lost to scams by Canadians in 2024. However, due to underreporting, actual losses are believed to be significantly higher and may be over \$12 billion annually.



Source:

<sup>1</sup> The State of Scams in Canada (GASA 2023)

<sup>2</sup> Total Reporting Fraud Loss by Canadian Anti-Fraud Centre 2024

## Helping Canadians build financial security and resilience through free in-person seminars

Financial literacy is a lifelong skill, and Canada's banks are proud to be leaders in supporting financial education. For decades, local bankers have volunteered their time and expertise to deliver the CBA's free financial literacy seminars, **Your Money Seniors** and **Your Money Students**, in communities across Canada. These sessions help Canadians of all ages strengthen their money management skills, spot and avoid fraud, and make informed financial decisions. Request a seminar for your community at [cba.ca/seminars](http://cba.ca/seminars).



### Scam prevention starts with awareness

As scams become more sophisticated, Canada's banks are taking action to protect and inform. From phishing emails to impersonation tactics, banks are equipping Canadians with the tools and knowledge they need to recognize the warning signs and avoid falling victim.

Through the CBA, Canadians have access to:

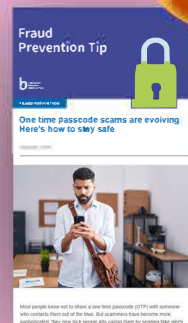
- Fraud prevention toolkits tailored for older adults, newcomers, consumers, and small business owners
- A library of **scam prevention articles** on practical steps to stay safe
- A free **Fraud Prevention Tip** newsletter to keep consumers up to date on emerging threats. **Subscribe at [cba.ca/subscribe](http://cba.ca/subscribe)**

With trusted resources, secure tools, and ongoing awareness campaigns, Canada's banks are working every day to help Canadians safeguard their financial well-being.

### Stay connected with the CBA's Fraud Prevention Tip email newsletter

Fraud is constantly evolving and staying informed is one of the best ways to protect yourself and your family.

Sign up for our free Fraud Prevention Tip newsletter to get monthly updates on emerging scams, practical prevention advice, and clear steps you can take to stay safe. Scan the QR code to subscribe today or visit [cba.ca/subscribe](http://cba.ca/subscribe).



Scan to access our scam prevention resources for Canadians