

March 11, 2026



Treasurer & Tax Collector
CITY AND COUNTY OF SAN FRANCISCO

StopScamsSF

Presented by Nicole Agbayani, Director, Office of Financial Empowerment

Who We Are



- **Office of Financial Empowerment (OFE)** convenes, innovates, and advocates to strengthen the economic security and mobility of all San Franciscans.
- **Financial Justice Project (FJP)** assess and reform how fees and fines impact our city's low-income residents and communities of color.
- ***Economic Justice Center*** coming soon!



Scams Are Rising and Costly

- \$12.5 billion lost to fraud in 2024 (25% increase year-over-year)
- 44% of younger adults reported a financial loss to fraud.
- Older adults aged 70+ faced significantly higher median losses

Local Impact:

- Scams drain San Francisco's local economy
- Seniors, immigrants & communities of color are hit hardest
- Fraud undermines trust in City-funded financial programs

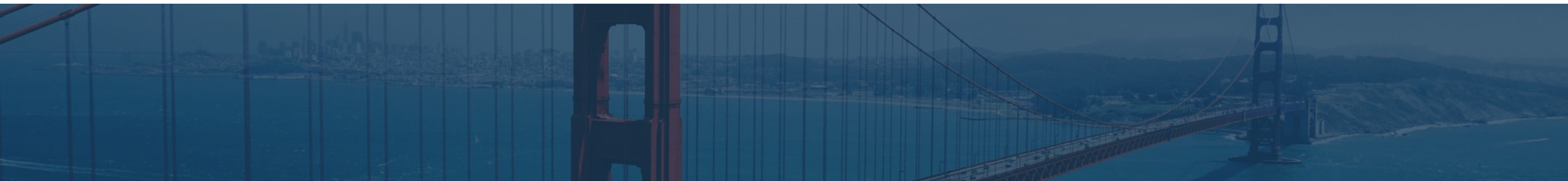
StopScamsSF



First in the nation, City-led strategy to protect from frauds and scams, focused on immigrants, seniors, and young people through:

- Scam alerts
- Multilingual public education campaigns
- Scam-proofing City Communications
- Integration into City-funded counseling
- Support for victims

STOP SCAMS
— SAN FRANCISCO —





StopScamsSF: Grant Overview

- Grant Snapshot:
 - Funder: JPMorgan Chase Foundation
 - Amount: \$3,000,000
 - Term: 3 years
- Project:
 - Phase 1: Research and Prepare
 - Phase 2: Launch
 - Phase 3: Test and Refine
 - Phase 4: Scale and Share
- Budget categories:
 - Salaries & Fringe (no new positions created)
 - Professional services
 - Programmatic costs
 - Overhead



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Thank You!

