

WHEREAS; each year, fraud affects millions of Americans, and raising public awareness of the various types of fraud schemes is essential to help educate consumers on how to identify and avoid these harmful scams; and

WHEREAS; reporting fraud can minimize harm, prevent prolonged hardship, and protect other consumers, however, the stigma and shame that surrounds scam victimization can discourage victims from reporting, which in turn increases their risk for the public; and

WHEREAS; according to data from the Federal Trade Commission, Wisconsinites reported more than 30,000 cases of fraud in 2024, ranging from imposter scams and online shopping fraud to computer malware exploitation, fake check scams, and more; and

WHEREAS; according to the Federal Bureau of Investigation’s Internet Crime Complaint Center’s annual report, consumers reported that scammers stole a record-high of \$16.6 billion in the U.S. in 2024, marking an increase of over 30 percent in losses compared to the year prior and emphasizing the growth and impact of ransomware and cyber scam attacks; and

WHEREAS; everyone plays a valuable role in the fight against fraud, and critical programs and anti-fraud resources exist to support victims and scam survivors, including organizations, helplines, and community-based advocacy programs, all of which support targeted individuals and communities and restore financial, mental, and emotional well-being; and

WHEREAS; multiple Wisconsin state agencies educate the public about warning signs, prevention tips, and responding to scams and fraud, provide assistance to victims, and share valuable resources with communities and consumer groups across the state, including the Wisconsin Department of Agriculture, Trade and Consumer Protection and the Wisconsin Department of Financial Institutions; and

WHEREAS; today, the state of Wisconsin encourages individuals, businesses, and organizations across the state to talk to each other about fraud and scams, report them to consumer protection agencies, and recognize the resilience and efforts of scam survivors to both combat the stigma against reporting and raise awareness of ongoing fraud prevention measures;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin, do hereby proclaim  
May 8 2025 as

**SCAM SURVIVOR DAY**

throughout the State of Wisconsin and I commend this observance  
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 6th day of May 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State