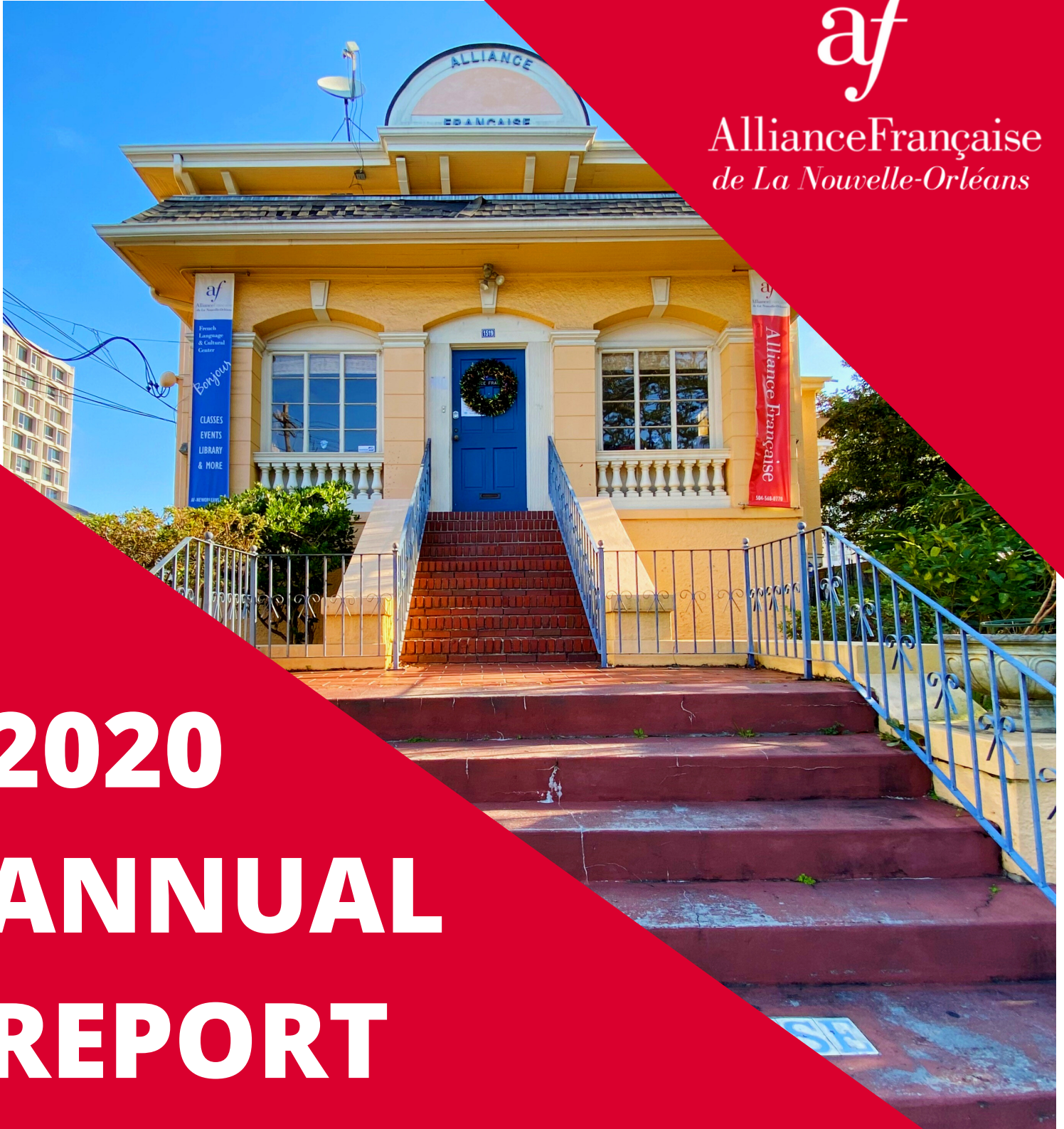




Alliance Française  
*de La Nouvelle-Orléans*



# 2020 ANNUAL REPORT

## PRESENTED BY

*Ryan Reeves - President of the Board  
Emilie Georget - Executive Director*

## PREPARED BY

*Emilie Georget - Executive Director  
Joseph Pons - Events & Communications Coordinator*





Alliance Française  
de La Nouvelle-Orléans

**ANNUAL REPORT**  
**2020**

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# UNE LETTRE DE LA DIRECTRICE

L'année 2020 fut une année exceptionnelle, à l'Alliance Française de La Nouvelle-Orléans, comme pour le monde entier. **Une année de crise** et d'inquiétudes pendant laquelle la santé des membres de l'AFNO est devenue notre priorité ; **une année de transformation** ensuite, vers le numérique, avec la mise en place des cours et des événements en ligne ; **une année de changement** enfin avec une nouvelle direction et une envie collective de développer de nouveaux projets dès 2021 ! Malgré le séisme du covid-19, l'Alliance française de La Nouvelle-Orléans est heureuse de vous donner un aperçu de cette année riche d'activités, marquée encore une fois par la fidélité de sa communauté et la générosité de ses membres. Merci à tous, collègues, enseignants, membres, volontaires, donateurs et membres du Conseil d'Administration pour avoir fait de 2020 une année constructive pour une alliance toujours plus moderne et accueillante, ouverte à tous ceux qui s'intéressent à la langue française et à la diversité des cultures francophones.

*2020 was an unusual year for the Alliance Française de La Nouvelle-Orléans, as for everyone. **A year of crisis** and concern during which the health of AFNO members became our priority; **a year of transformation** then, towards digital, with the implementation of online courses and events; **a year of change** finally under new direction and a collective desire to develop new projects in 2021! Despite the COVID-19 pandemic, the Alliance Française de La Nouvelle-Orléans is pleased to provide you with an overview of this year of activities, marked once again by the loyalty of its community and the generosity of its members. Thank you to all, colleagues, teachers, members, volunteers, donors and members of the Board of Directors for making 2020 a constructive year for an ever more modern and welcoming Alliance, open to all those interested in the French language and to the diversity of French-speaking cultures.*



**Émilie Georget**

Executive Director, AFNO

## 2020

### BOARD OF DIRECTORS

**President**  
Ryan Reeves

**Vice President**  
Sharon Holleran

**Treasurer**  
Will McGrew

**Secretary**  
Don Schwarzenbach

Vincent Sciamia, *Ex-officio*  
Consul Général de France

Cecile Andry\*

Jessie Aris

Pamela Pryor Bonner

Jennie Diemont

Joseph Dunn\*

Norma Grace\*

Kevin Gray

Tiffany Hayers

Dan Henderson

Givonna Joseph

Christine R. LeBlanc\*

Phillip Mollère

Claude Schlesinger\*

Marina Shoen

E. Alexandra Stafford\*

Annie Orillac Thibodeaux

Alexandre Vialou\*

Julia Ingraham Walker\*

\*President Emeritus



# ABOUT US

## OUR MISSION

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Teaching French, celebrating French-speaking cultures and nourishing our Louisiana heritage and future.

## OUR VISION

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To be the premier educational and cultural resource center in the Gulf South for the French language and a hub for our unique ecosystem of Francophone cultures by building mutually beneficial partnerships with like-minded organizations, by reaching out to and creating visibility in our community in New Orleans and beyond, by modernizing the Alliance, by providing the highest-quality French-language education in and to the region and by providing a unique program of cultural events for our audience.

## OUR STORY

---

The Alliance Française chapter in New Orleans was created in 1984, even if the initiative was in gestation for at least eight years. Supported by the French Consulate in Louisiana, the AFNO became a unique place to learn French in the city.

The AFNO moved to its proper building in 1987, a nice house on 1519 Jackson Avenue, where the school and venue still stands and welcomes you!

## OUR BOARD

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15 Francophiles, francophones, and francophonophiles make up the AFNO Board of Directors. Their work is oriented on fundraising and mobilizing our community around AFNO activities.

## OUR STAFF

---

Lauren Bix, Joseph Pons and Emilie Georget are the three members of the AFNO administrative team, charged with proposing school solutions and cultural programming to fit our community's expectations and help them discover the rich diversity of the French speaking world, including French Louisiana cultures.

## OUR TEACHERS

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Most of our instructors work full time as French teachers in New Orleans schools, and devote a few hours a week to teach French at the Alliance Française. Originating mostly from a wide-range of French-speaking regions, our teachers teach French in an immersive, interactive way that ensures that the majority of class time is taught in the target language—French!



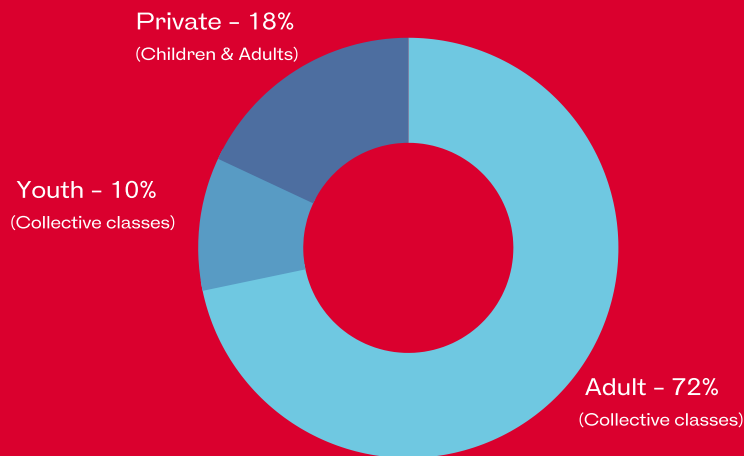


# SCHOOL

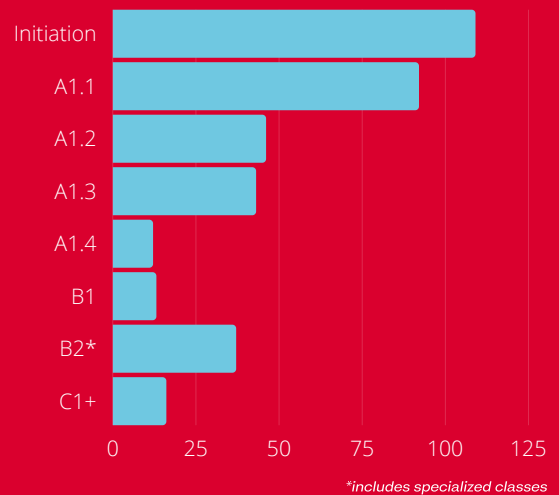
The Alliance Française de La Nouvelle-Orléans offers traditional language classes (A1-C1), specialized classes, and workshops for both adults and kids. In 2020, the AFNO counted 491 enrollments despite the COVID-19 Pandemic. All traditional classes are immersion-style meaning they are taught in French.



## Class Demographics



## Enrollments per level:



## OUR TEACHERS:

In 2020 the AFNO employed 24 teachers, 19 of whom are natives of French-speaking countries (pictured in blue.)

## CERTIFICATIONS:

As a certified examination center for DELF/DALF (adults and children) exams, we offer three exam sessions; however due to the COVID-19 pandemic, exams were only offered in December 2020. The AFNO hosted **13 DELF/DALF candidates**. We are proud of a 100% success rate for DELF candidates!





5,590

hours of collective  
classes sold in 2020

5,993

Total number of  
hours sold in 2020



403

hours of private  
courses sold in 2020

## ONLINE CLASSES

In March 2020, due to the lockdown, the AFNO had to adapt to ensure both the safety of the students and staff as well as the continuity of its students' education . All classes went online thanks to our platform **Apolearn**, shared with the other AF chapters in the United States. This platform is a digital classroom to foster interactions between the students and the teacher, to share work, information, and to benefit from a space for the group, as the physical classroom would be. The AFNO's teachers, as well as the staff, were very dedicated to train themselves and to make sure that the classes could be as beneficial as on-site classes, using all digital tools that we could use.

*In a Fall 2020 survey, over 50% of current AFNO students responded that online courses are either more interactive or as interactive as on-site courses.*

50

Online classes  
offered in 2020



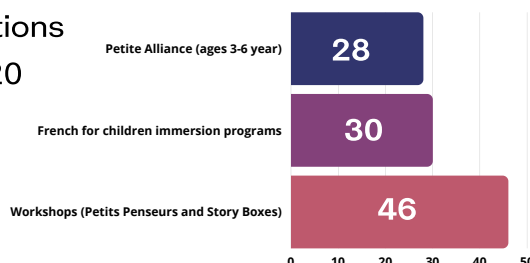
14

Online workshops  
offered in 2020

*Along with classes, teacher meetings and trainings went online in 2020.*

## CHILDRENS' CLASSES

Registrations  
in 2020



Petits Penseurs was one of the first AFNO events to return in person



# CULTURE

2,142  
attendees  
total

778  
attendees  
online  
98 events



1,364  
attendees  
in person  
28 events



La Chandeleur crêpes workshop  
pre-COVID, February 2020



Children's Story Box Workshop  
during COVID, October 2020



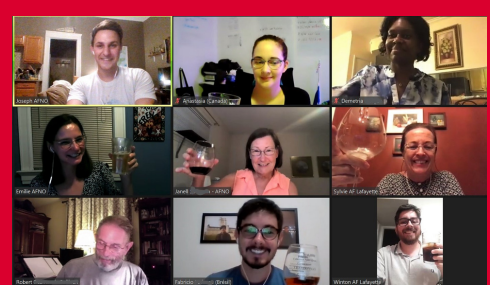
Ciné-club à la Maison  
during COVID-19 Pandemic

## RECURRING EVENTS

- 24 Ciné-Club** *Monthly French film screening.*  
**COVID:** Became weekly virtual discussion of films on streaming platforms.
- 12 Book Club** *Monthly discussion of French novels.*  
**COVID:** Became virtual discussions with digital e-books.
- 8 Petits Penseurs** *Monthly children's philosophy workshop.*  
**COVID:** Became virtual workshop.

## Festivals des Alliances Françaises de Louisiane

In 2020, the Alliance Française de La Nouvelle-Orléans hosted more and more online events that allowed the AFNO to reach a broader audience and to partner with other AF chapters across the US, which we did with the AF of Lafayette for the **Festival des Alliances Françaises de Louisiane** from November 9 to December 5, 2020. The festival was postponed from March 2020 due to the COVID-19 Pandemic.



Virtual Apéro Louisianais, November 2020



First Quarterly Book Sale, December 2020

2020: A year of adaptation, innovation, and coming together, while remaining distant.



### Success

We kicked off 2020 with our usual schedule of events including monthly Ciné-Club, Book Club, workshops, Open Houses, and even our Youth French Film Festival, *Festinema*, with over 3,000 children set to attend over 15 screenings.

Last in-person event before the COVID-19 lockdown: March 2020 Festinema at the Prytania Theatre



### Innovation

In the middle of *Festinema* and just days before our Semaine de la Francophonie Festival, the COVID-19 pandemic forced all events online. We quickly adapted hosting multiple virtual events per week including *Ciné-Club* and *Children's Storytime*.

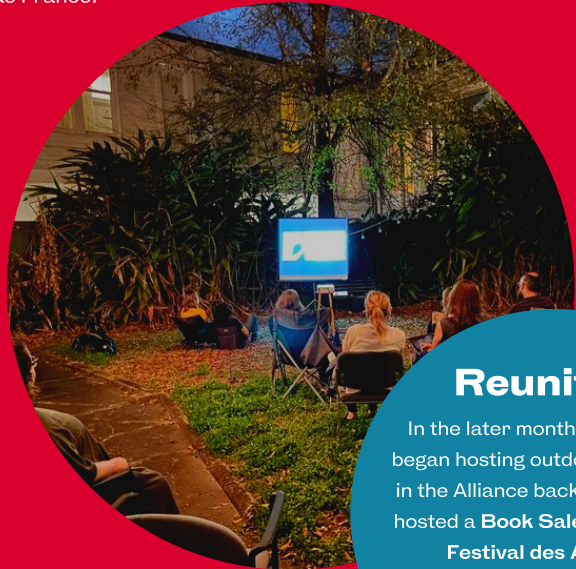
One of our many Zoom social events, our weekly "Table Française virtuelle" allowed members and students to practice French with each other and even with people as far as France!



### Adaptation

The Fall was about adapting and learning to host events outdoors. After being postponed due to the pandemic and Hurricane Zeta, we hosted our first in-person event at the Degas House: a wine tasting with the French-American Chamber of Commerce.

First in-person event in seven months: October 31 Wine Tasting with the FACC at the Degas House



### Reuniting

In the later months of 2020, we began hosting outdoor *Ciné-Club* in the Alliance backyard. We then hosted a *Book Sale* as part of the *Festival des Alliances Françaises de Louisiane* as well. We end 2020 excited for our *communauté* to return to the Alliance in 2021.

The beginnings of outdoor, on-site events at the AFNO: *Ciné-Club en plein air* in the backyard.



## ON THE WEB



Visitors to  
*af-neworleans.org*

3,797 likes  
on Facebook



↗ 9%

 1,613 followers  
on Instagram

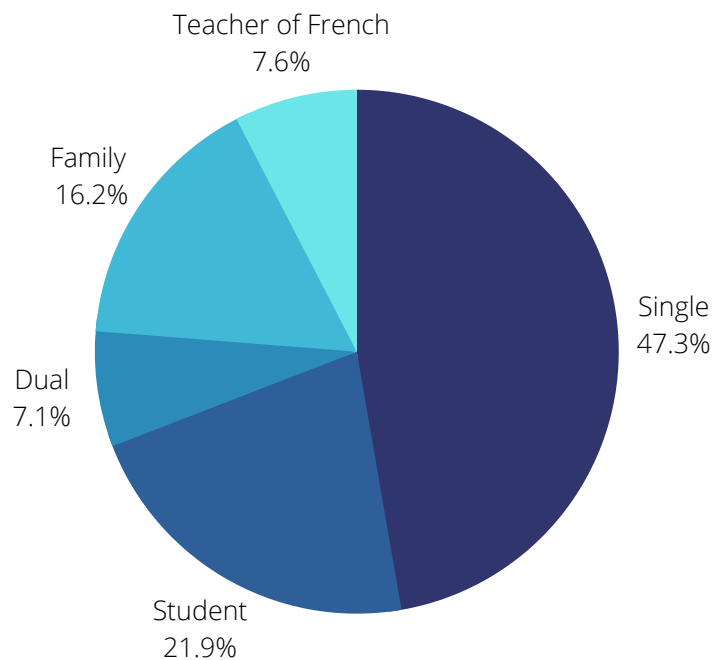
↗ 55%

3,828 newsletter  
subscribers



# COMMUNITY

## MEMBERSHIP



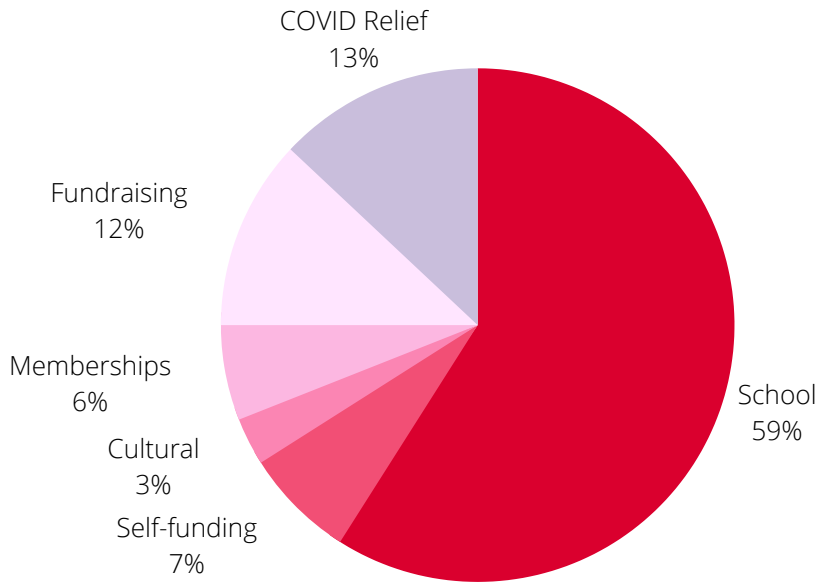
AFNO membership numbers remained stable in 2020 despite the ongoing COVID-19 pandemic.

We hosted a virtual membership drive on Bastille Day, July 14, 2020 to gain new members.



# FINANCE

**2020 REVENUE \$212,925.92**



## FUNDRAISING

*Names of donors recognized on the last page of this report.*

**\$4,790.00** raised during GiveNOLA Day, the highest raised since AFNO started GiveNOLA Day.



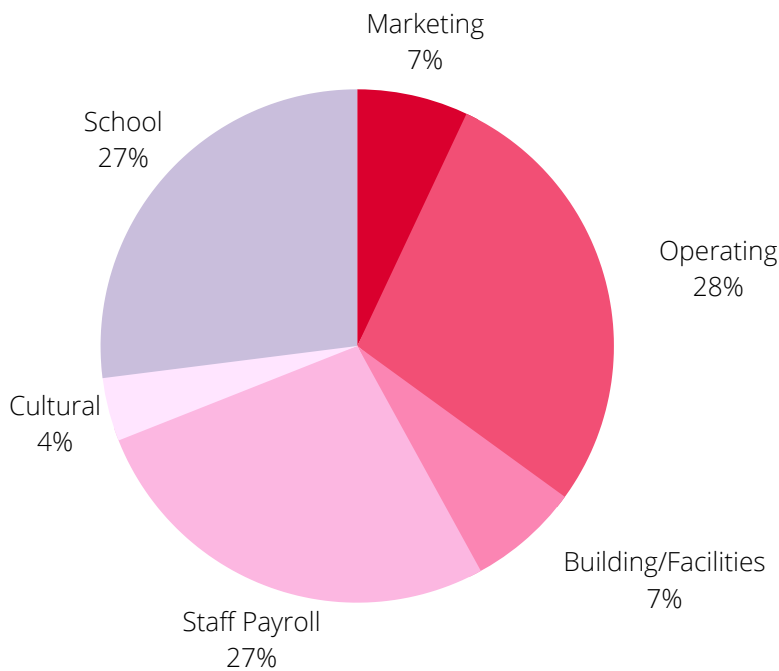
**\$15,145.00** raised during our Annual Giving Campaign.

**\$3,530.00** raised during the rest of the year including Giving Tuesday.



**\$23,465.00** total raised in 2020.

**2020 EXPENSES \$204,919.96**





# Merci beaucoup TO OUR GENEROUS DONORS & COMMUNITY PARTNERS



## DONORS

APPLEBAUM, Robert  
ANDRY, Cecile  
APFFEL, Jane  
BERNSTEIN, George (*Lucy Foundation*)  
BIGELOW, Jennifer  
BONNER, Pamela  
BURNS, Marianne  
CASH, Brian  
CHILDS, Miriam  
CLAUDER VAZ, Gail  
CRANMER, Jean  
DECUIR, Aimee  
DIEMONT, Jennie  
FRANK, Lynn  
GRACE, Norma E.  
HENDERSON, Daniel

HOFFMAN, Louise  
HOLLERAN, Genevieve  
HOLLERAN, Sharon  
HOLMES, James  
KURTZ, David  
LABOUISSSE, Peter & Diane  
LAFLEUR, Jill  
LAPEYRE, Andrew  
McCALL, Anne  
MOLLERE, Phillip  
MORAN, Lisa  
MURRAY, Catherine  
NOLAN, Nell  
ORILLAC, Annie  
PELLERIN, Curtis  
PINNEY, Lil & Reese  
REEVES, Alison

REEVES, Ryan  
ROYER, Paige  
SANDERFORD Jr., H. Britton  
SARPY, Courtney-Anne  
SCHOEN, Marina  
SCHWARZENBACH, Donald  
SMARA, Marlène  
SPANGENBERG, Nicole  
SULLIVAN, John  
THIBODEAUX, Annie  
TOURNIAIRE, Michael  
TYLER, Devyn  
VIALOU, Alexandre  
VOORHIES, Rand & Terry  
WITTENBERG, Megan

## PARTNERS

The Alliance Française de La Nouvelle-Orléans is a member of the **Federation of Alliances Françaises USA**. The United States is the country with the most Alliances Française chapters worldwide, with a total of 105 chapters across 45 states. The AFNO also maintains strong partnerships with the **Consulate General of France in Louisiana**, and the **Cultural Services of the French Embassy** in New York. Finally, the **Institut Français** in Paris is a strong partner to access French cultural programming such as films used for our Ciné-Club screening through the **IFCinema** platform.





# Alliance Française *de La Nouvelle-Orléans*

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New Orleans, LA 70130  
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