

af Alliance Française
de La Nouvelle-Orléans

ANNUAL REPORT 2022





Rendez-Vous de l'Alliance avec Anne Lafont



Les P'tits chefs French pastry class



¿ QUÉ ES LA FRANCOFONIA ? event with Mexican Consulate



"Notre Dame de Paris," and exhibit by the HNOC and partner event



Les Rendez Vous de l'Alliance avec Latifa Ibn Zlaten



Les Petits Penseurs



Alliance Française
de La Nouvelle-Orléans

ANNUAL REPORT

2022

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541

*enrollments in
group classes*

34

*instructors
from around the Francophonie*

over

350

*Bastille Day
attendees*

528

*memberships
+ 23% (2021)*

2,295

*documents in
our library*

5,059

*Facebook followers
+ 9% (2021)*

2,400

*Instagram followers
+ 26% (2021)*

2022
IN NUMBERS

4,728

*newsletter
subscribers
+ 15% (2021)*

af

50

volunteers

87

*Cultural events
with more than
1,825 attendees*

60

*DELF/DALF
candidates*

36,546

*website visitors
+ 5% (2021)*

UNE LETTRE DE LA DIRECTRICE



Si je devais résumer l'année 2022 en trois mots, je choisirais reprise, partenariat et communauté !

Reprise. En 2022, l'AFNO a retrouvé son rythme d'avant la pandémie, avec le retour des étudiants et des membres prêts à s'investir à nouveau dans l'apprentissage du français. Ce fut également l'année du retour d'une programmation culturelle riche et originale, avec des événements tels que Festinema, la Nuit des Gourmets ou My French Book Fest.

Partenariat. Si l'Alliance a pu mener de si beaux projets et retrouver son dynamisme, cela fut grâce à de solides partenaires comme la Villa Albertine, l'Institut Français, le New Orleans Jazz Museum ou encore les écoles d'immersion.

Après 2 ans de pandémie, l'AFNO a pu renouer les liens avec les écoles à l'occasion de Festinema mais surtout de My French Book Fest. L'année 2022 marque aussi le rôle nouveau joué par l'AFNO au sein de la fédération des AF aux Etats-Unis. Enfin, c'est grâce au soutien de l'Institut Français que l'AFNO a pu rénover sa bibliothèque pour offrir à ses membres un espace moderne et chaleureux !

Communauté. En offrant des cours de créole, l'AFNO réaffirme son soutien à la préservation des cultures et des langues de la Louisiane. Ensuite, le succès de l'Eco-Fair(e) en mai positionne également l'AFNO comme une organisation ancrée dans son environnement, à la disposition des non-profit et des acteurs culturels qui se mettent au service de la communauté. De plus, l'AFNO est un centre culturel où les francophones et francophiles sont accueillis depuis des décennies, ce qui donne lieu à une communauté de francophones harmonieuse et enrichissante.

L'AFNO se développe, elle grandit, se réinvente et se questionne sans cesse pour être toujours plus à l'écoute de sa communauté. Elle ressemble aux personnes qui la font vivre : ses membres, ses apprenants bien sûr, les enseignants, le staff, les membres du Conseil d'Administration et enfin les donateurs, qui nous soutiennent et nous permettent d'imaginer le futur ! Merci à tous !



If I had to sum up 2022 in three words, I'd choose renewal, partnership, and community!

Renewal. In 2022, AFNO recovered its pre-pandemic rhythm, with the return of members and students who were ready to resume learning of French. It was also the year we returned to our rich and unique cultural programming, with events such as Festinema, Nuit des Gourmets and My French Book Fest.

Partnerships. If the Alliance was able to accomplish such wonderful projects and regain its dynamism, it was thanks to solid partners such as the Villa Albertine, the Institut Français, the New Orleans Jazz Museum, and the French immersion schools. AFNO was able to renew ties with the schools through Festinema and, above all, My French Book Fest. 2022 also marked the AFNO's new role within the Federation of AF in the United States. Finally, thanks to the support of the Institut Français, AFNO has renovated its library to offer its members a modern and welcoming space.

Community. By offering Creole courses, AFNO reaffirmed its support for the preservation of Louisiana's cultures and languages. Next, the success of the Eco-Fair(e) in May also positions AFNO as an organization rooted in its environment, at the service of the community and available to other green initiative non-profits and cultural partners. Plus, the AFNO is a cultural center where francophones and francophiles have been welcomed for decades, resulting in a harmonious and enriching community of French speakers.

AFNO is developing, growing, reinventing itself and constantly questioning itself to be ever more in tune with its community. It resembles the people who bring it to life: members, students, teachers, staff, Board of Directors and finally donors, who support us and enable us to imagine the future! Thank you all so much!

Émilie Georget
Executive Director, AFNO

Our comprehensive range of classes caters to all levels, **from beginners to advanced learners**, and all age groups, from children to adults. We offer both small group courses and private lessons for all. From traditional classes to specialized programs like our themed courses and French Cinema, the AFNO provides a dynamic and immersive language learning experience celebrating the Francophone world. Additionally, AFNO is a certified testing center for the DELF, DALF, and TEF exams.

OUR TEAM OF TEACHERS

The AFNO provides high-quality French education thanks to **its highly-qualified and motivated team of teachers**, mostly natives of Francophone countries.

34 teachers



Adult course enjoys an apéro for their final meeting.



American Association of Teachers of French (AATF) conference in New Orleans

2022 BY THE NUMBERS

450 students in 2022

87 students in private lessons

541 group courses enrollments

100 group courses offered

13 workshops



Petite Alliance french for kids class

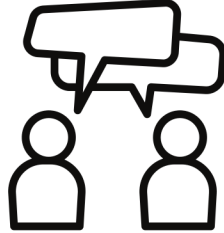


Small group adult course

HOURS OF COURSES SOLD



8,030 hours of **small group** courses



280 hours of **conversation**



868 hours of **private** courses



171 hours of **online** courses

In 2021, 60% of courses remained online. In 2022, **54% courses were onsite**, and **46% online**, demonstrating the students' needs and wishes to come back in our facilities to be fully immersed in a French-speaking environment while taking French lessons.

The AFNO proposed new courses to fit its community's needs and expectations, with English courses for foreigners, Creole courses, but also offsite courses at the New Orleans Jazz Museum and at Ecole Bilingue.

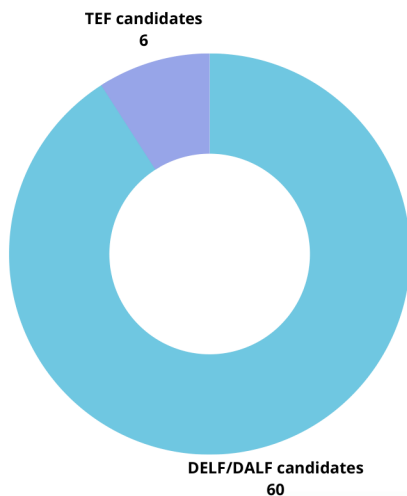


NEW ORLEANS JAZZ MUSEUM

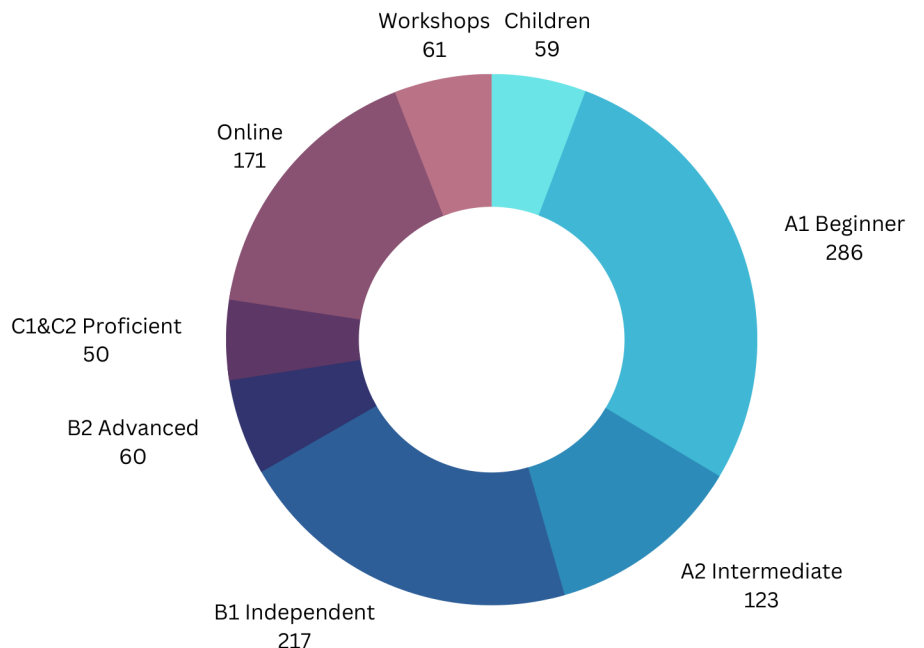


ECOLE BILINGUE DE LA NOUVELLE-ORLÉANS

CERTIFICATIONS BY TYPE



ENROLLMENTS PER LEVEL



STUDENT SURVEY RESULTS

- > **96%** student satisfaction
- > **97%** teacher satisfaction

“

Great organization and purpose. I have enjoyed very much my French classes so far and **I plan to continue taking them for another year.** I want to progress to the B level and maybe a bit farther if time permits. **I plan on traveling to France** in the summer of 2023. I enjoy receiving your emails and learning about the activities offered through ANFO. I wish I lived closer to attend them.

”

“

Our instructor is very **friendly**, extremely **patient** and does a terrific job of evenly calling on us in class to participate.

”

The class uses **the book** which I enjoy because of **structure** and **predictability** but the class also veers towards the **collective interests** or topics of the members of the class.



“

“I like everything so far. My instructor is very **informative** and **knowledgeable**. I like that the **class is interactive**. I like that it forces me out of my comfortable zone when it comes to speaking French. Also, I like the **objectives** and **expectations** for this class. Right now, I can't think of anything I would change.”

”

“

Love the **constant encouragement** to try, even if you don't know the correct words, to speak French.

”



“

I like the size of the class. It is quite small, and it almost **feels like private classes.**

”

“

“Great organization and purpose. I have enjoyed very much my French classes so far and **I plan to continue taking them for another year.** I want to progress to the B level and maybe a bit farther if time permits. **I plan on traveling to France** in the summer of 2023. I enjoy receiving your emails and learning about the activities offered through ANFO. I wish I lived closer to attend them.”

”

RECURRING EVENTS

- 11 Book Club** Advanced Book Club meetings met monthly to discuss a French book of their choice.
- 10 Ciné-Club film screenings** Monthly French film screenings indoors or outdoors in the AFNO backyard.
- 10 Petits Penseurs** Monthly children's philosophical workshop entirely in French to promote critical thinking.
- 9 Rendez-vous de l'Alliance** Monthly speaker series hosting artists, authors, and other creatives from around the world to speak about their current projects.
- 10 Coucoureurs** Running and language club in partnership with Louisiana Running + Walking Company.
- 3 Bilingual Yoga** Relaxing yoga and language community event.
- 3 Open Houses** Featured information and discounts for upcoming school sessions as well as free trial classes, placement tests, and used book sale.
- 2 Polyglot Café** In 2021, the AFNO began partnering with local Spanish school, Casa de España to host informal conversation hours to promote plurilingualism.
- 2 L'After** AFNO hosted networking events with the Nous Foundation at various locations in New Orleans.
- 5 Federation Events** The AFNO shared online, free-to-member events hosted by the Federation of Alliances Françaises USA.

SPECIAL EVENTS

- Feb. 7 – Art & Ecology with Nicolas Floc'h and Andrina Turenne
- April 5 – Soirée Pétanque & Apéro Francophone
- May 10 – ¿ Qué es la Francophonía ?
- May 14 – Eco Fair(e)
- May 21 – European Languages Day at the Deutches Haus
- May 26 – Wine Tasting at Degas House
- May 30-June 3 : CNIMA Accordion Workshop
- July 14 – Bastille Day Fête 2022
- Sept. 8 – Francophone Trivia Night
- Sept. 21 – Culture Collision 12
- Oct. 24 – Soirée Bretonne
- Oct. 26 – La Nuit des Gourmets Fundraiser
- Nov. 3-5 – My French Book Fest
- Dec. 18 – World Cup Finale Watch Party



Bastille Day, July 2022



Brittany film screening, Oct. 2022



Wine tasting, May 2022



Bastille Day, July. 2022



Bilingual yoga, Sept. 2022



Culture Collision, Sept. 2022



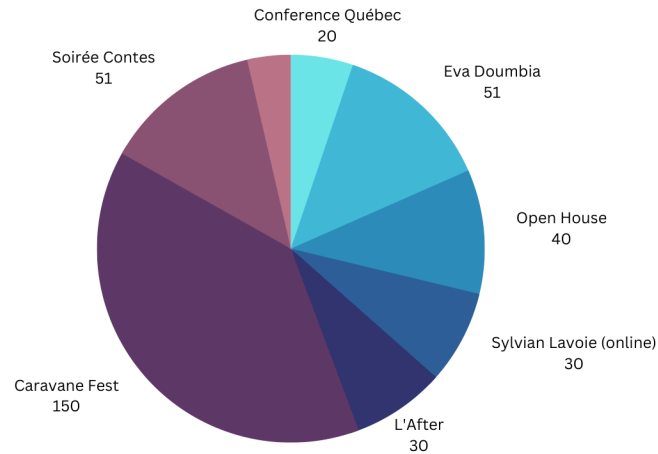
63 events in 2022

3,175 event attendees

FESTIVAL DE LA FRANCOPHONIE → MARCH 3-22

In March 2022 the AFNO highlighted the *Mois de la Francophonie* (Francophone Month) through a series of in-person and online events. The events included a Soirée Contes, Caravane Fest, L'After, a special discussion on Québec, an outdoor Open House, and francophone targeted Ciné-Club. Throughout the month, **over 386 people attended** these events. With its partners, the **AFNO dove into the heart of French-speaking cultural diversity** with our programming for all French speakers and those interested in French-speaking cultures in New Orleans.

Attendance by event



Bruce Sunpie Barnes at Caravane Fest



Live painting at Caravane Fest



University Meet and Greet



Eva Doumbia's culinary performance



Dialogue event with Jean-François Gaudreault-DesBiens & Joseph Dunn



Soirée Contes

ECO FAIR(E) → MAY 14

The Alliance Française organized a fair for ecological organizations in New Orleans to facilitate the search for volunteers, donors and **to raise awareness amongst locals to adopt more environmentally conscious practices**. The AFNO invited organizations in different fields from reducing waste, to local farming, to education. Some panels focused on urbanization and ecology in New-Orleans, how to make Mardi Gras greener, as well as general education on ecological movements.



Panel: How do we make Mardi Gras more sustainable?



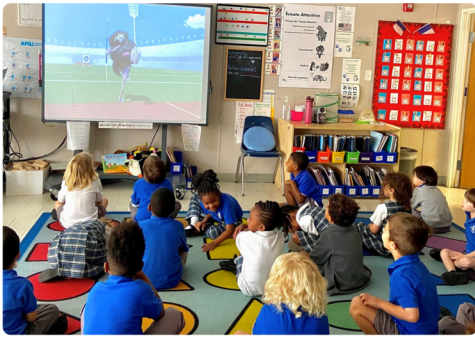
Fair with information booths on local environmental organizations



Live music by Villa Albertine resident Sélène Saint-Aimé

FESTINEMA JR. → APRIL

Festinema Junior is an annual francophone film festival created by the Federation of Alliance Françaises in the USA for a young audience of 4 to 18 years old. Due to the pandemic, AFNO organized the festival both in classrooms and at the AFNO. In 2022, AFNO showed films to **365 school age students**. This event is an occasion to encourage the understanding of cultures and social subjects through film.



Students watching a French film in their classroom due to COVID19 regulations

CAFÉ POLYGLOT → APRIL 8 & OCT. 5

Partnering with Casa Espagna and the American Italian Cultural Center, the Alliance Française participated in two Polyglot Cafés in 2022. The first was hosted in the backyard and was a grand success.



Participants playing their instruments



Participants in the backyard



Conversations in the backyard

CNIMA ACCORDION WORKSHOP → MAY 30-JUNE 3

Partnering with CNIMA, the AFNO offered a five (5) day festival of workshops during which students could learn to play the accordion. It was open to all levels, ages, and styles. It was complimented by a concert with Instructors Nathalie Boucheix and Jacques Mornet



Participant playing in the backyard



Instructors posing on the front steps



Participants in front of the building

BASTILLE DAY FÊTE → JULY 14

In 2022 the Alliance Française of New Orleans hosted its second consecutive event celebrating the French national holiday. The event attracted **over 350 attendees** and was a great fundraiser for the organization raising over \$8,650. The event included live music by Alexis and the Samurai, French-Algerian DJ GAC, a champagne bar, crêpes, a silent auction, a wine raffle, and children's activities.



Attendees were encouraged to "dress French"



The backyard



Participants dressed up



Couple dancing



Alexis and the Samurai performing



Couple dressed "French"

SOIRÉE BRETONNE → OCTOBER 24

In partnership with la Region Bretagne and Breizh Amerika, Alliance Française de la Nouvelle Orléans hosted an evening to celebrate the region of Brittany. Two leading actors of the Breton traditional musical scene, Thomas Moisson and Roland Conq, played music. They will brought together old and new, blending traditional trance like rythms with modern sounds to have you dancing the night away. The evening included the screening of the documentary film, "Copains Comme Cajuns", that explored **the surprising similarities between Louisiana and Brittany**, from historical links to language loss.



Brittany flags and speakers in the backyard



Brittany musicians performing



Brittany film screening

MY FRENCH BOOK FEST → NOV. 3-5

The Alliance Française hosted a multiple day children’s French literature festival. Highlights included a **youth French book fair**, live performances, French author Wilfred Lupano, **digital arts activities**, workshops, and children’s story time. Participants of all ages were able to enjoy a virtual reality experience which allowed them to discover France’s most famous French monuments and paintings. Authors and editors were local, from Canada, and France. In partnership with New Orleans French Immersion Schools, the Alliance Française hosted educational field trips Nov. 3 and 4.

This festival was organized in collaboration with the Villa Albertine in New Orleans, French Institute of the United States, and the Consulate General of France in Louisiana.



Reading with Barry Ancelet in the newly renovated library



Spectators enjoying “Loup en slip” show



French Book Fair with Garden District Bookshop



Comic book workshop



Interactive coloring activity

NUIT DES GOURMETS → OCT. 26

A fundraiser and celebration of French and Creole gastronomie at the renowned restaurant Commander’s Palace. The event was a reception-style event of food and wine pairings with the distinguished presence of Nathalie Beras, Consule de France.

Music was provided by New Orleans Jazz Museum with Anna Laura Quinn.



Board President Marina Schoen with Nathalie Beras, Consule de France

FRENCH PRESIDENT’S VISIT → DEC. 2

New Orleans was visited by French President Emmanuel Macron and his wife Brigitte Macron. This official visit symbolizes more than ever the close bonds between France and New Orleans, and the key role played by Louisiana in the francophone world. The AFNO staff participated in the organization of that visit, supporting the French Consulate in Louisiana.



Director Emilie escorting Brigitte Macron



Group selfie with President Macron



Meeting the President in the French Quarter

LIBRARY + 95 new resources

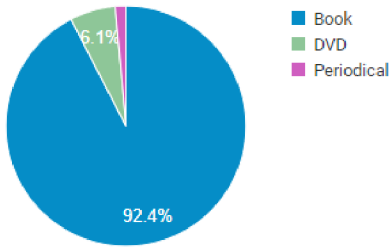
AFNO boasts a large and diverse French language library. One of the largest French collections in New Orleans, we are open to the public, though borrowing privileges are for AF members or BiblioCarte holders only. We add titles monthly, and feature French reading for all ages, and French educational resources.



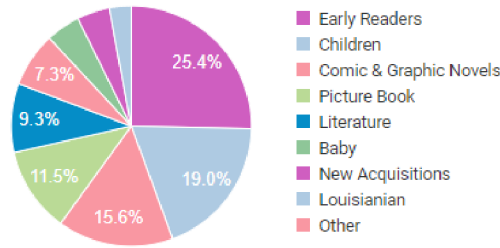
New library additions in 2022

BORROWINGS

Most Borrowed Document Types



Category



RENOVATIONS

In 2022, the AFNO has benefited from the support of Institut Francais through the Fonds Médiathèques XXI to modernize and renovate the library. The goals were to strengthen the links between educational activities and the media library, and to broaden the audience, through enhanced programming and a warmer welcome for families. As a result of those renovations, the media library space is undoubtedly more modern and pleasant, and the public are making it their own, not only for reading, but also and above all for borrowing books.

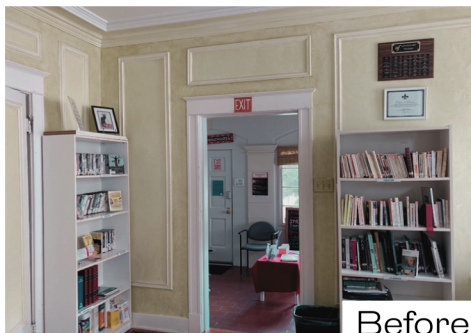
↑ 150%
books borrowed

↑ 53%
books available

↑ 26%
people who borrowed



Before



Before



After

CULTURETHÈQUE + 58 new users

A collaborative website by Institut Français & Fondation Alliance Française aux Etats-Unis. Browse online magazines, ebooks, newspapers, films, comics, podcasts, music, children's content, and language learning resources for all levels and ages.

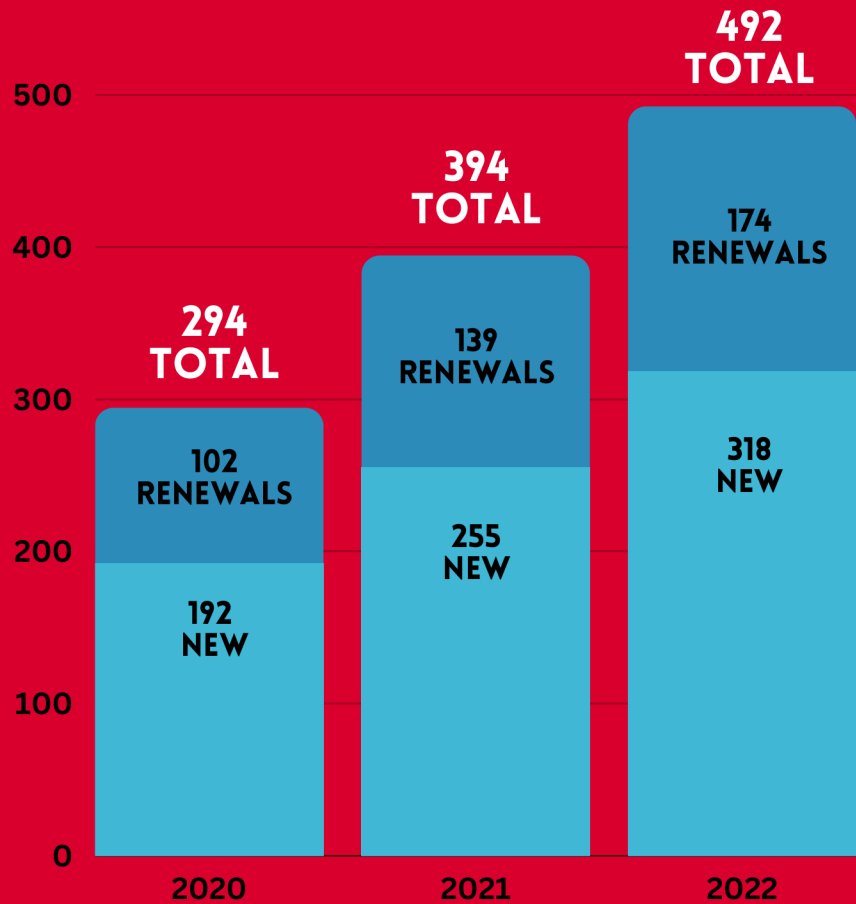


MEMBERSHIPS

AFNO membership numbers have continually increased since 2020; totaling 528 memberships in 2022. Of those, 492 were sold in 2022; 318 were new memberships and 174 were renewals.

With six membership options catering to all, members benefit from free entry to our monthly book club and ciné-club, discounted prices on French novels and merchandise, reduced rates for events like wine tastings and our annual gala, access to language classes, borrowing privileges from our expanding library, and free entry to the online digital library Culturethèque. Plus, members can avail of discounts at various French restaurants, cafés, and local establishments in New Orleans, making your membership a gateway to a rich French cultural experience.

MEMBERSHIPS SOLD IN 2022



VOLUNTEERS

Merci!



50 active volunteers

268 volunteers hours

ONLINE PRESENCE



36,546 visitors
↑ 14% from 2021

Visitors to
af-neworleans.org



4,728 newsletter subscribers
↑ 13%



FACEBOOK

155,840 reach
↑ 371%
10,917 profile visits
↑ 1,000%
440 new followers
↑ 9%



INSTAGRAM

15,624 reach
↑ 670
3,353 profile visits
↑ 492%
489 new followers
↑ 20%

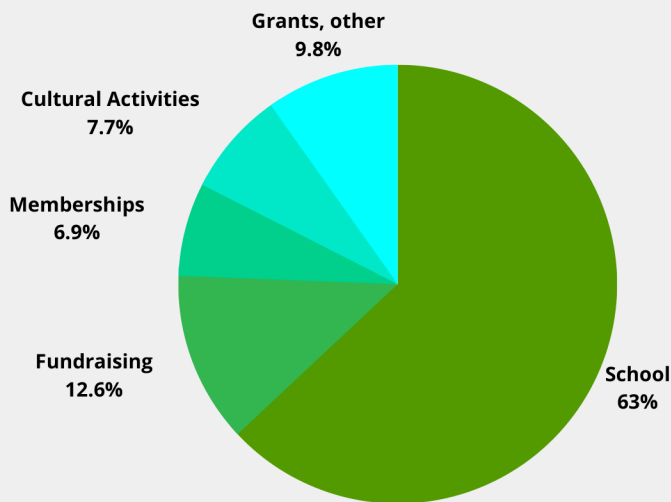
The net income from 2021 (\$52K) has been invested in 2022 and 2023 to renovate and modernize the AFNO facilities. In the chart below, staff's payroll is distributed regarding the time worked on projects and activities.

The 2022 revenues are 9% higher than in 2021, revealing the excellent financial health of the organization.

2022 REVENUE

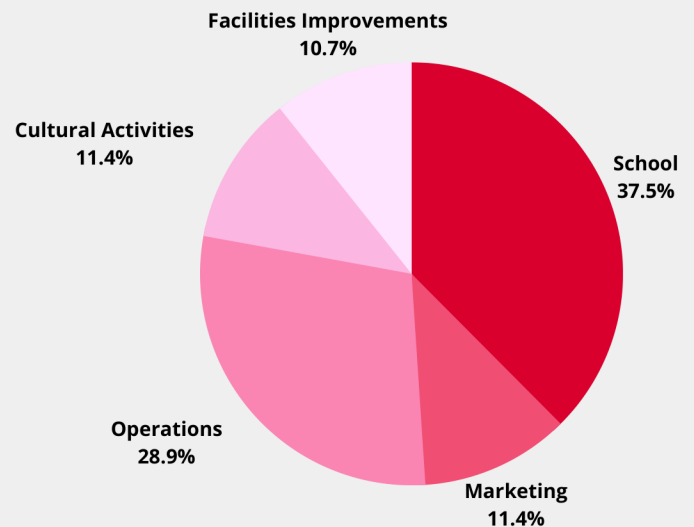
\$312,329

Merci to our donors!



2022 EXPENSES

\$308,574



FUNDRAISING

Main donors recognized on pg. 17

- \$5,747 raised during GiveNOLA Day
- \$9,550 raised during Nuit des Gourmets
- \$10,312 raised from Bastille Day
- \$13,269 raised from donations
- \$21,511 raised from memberships
- \$58,589 total raised in 2022**



Basket Raffle 2022

af Alliance Française de La Nouvelle-Orléans
NONPROFIT | FRENCH LANGUAGE SCHOOL | CULTURAL CENTER

Give NOLA Day 2022 campaign: "Frenchify your life!"



Culinary Performance, March 2022



La nuit des gourmets, Oct. 2022



Wine tasting, May 2022



My French Book Fest, Nov. 2022



Britanny film screening, October 2022



Open House event

ALLIANCE FRANÇAISE DE LA NOUVELLE-ORLÉANS

STAFF AND BOARD OF DIRECTORS

BOARD OF DIRECTORS as of 12/31/2022

President

Marina Schoen

Vice President

Sharon Holleran

Treasurer

James Holmes

Secretary

Don Schwarzenbach

Jessie Aris

Jennifer Bigelow

Sophie Capmartin

Jennie Diemont

Amy Kirk-Duvoisin

Will McGrew

Ryan Reeves

Christine Verdin

Suzanne Wiltz

Emeritus Board Members

Cecile Andry

Joseph Dunn

Norma Grace

Christine R. LeBlanc

Claude Schlesinger

E. Alexandra Stafford

Damien Regnard

Alexandre Vialou

Julia Ingraham Walker

Nathalie Beras, *Ex-officio*

Consul Général de France

STAFF as of 12/31/2022

Executive Director

Emilie Georget

Administrative Coordinator

Sarah Mahoney

Communications and Events Coordinator

Joseph Pons

Pedagogy Reference

Laurence Lechat

Bookkeeper

Sandrine Vigouroux-Crouch

OUR MISSION

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

OUR VISION

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.

MERCI BEAUCOUP TO OUR GENEROUS DONORS & COMMUNITY PARTNERS



MAIN DONORS

Lurcy Charitable & Education Trust
Courtney Ann Sarpy
Denton's US LLP
Norma Grace
Terry Voorhies
Sharon Holleran
Ryan Reeves
Christine and Price Leblanc
Julia and Cedric Walker
Dan Henderson

Daniel Adams
Genevieve Holleran
Pamela and Phillip Bonner
Carole and Kenneth Boudreaux Foundation
George Young
Cécile Andry
Claude Schlesinger
Robert Applebaum
Lynn Harker
Catherine Murray

COMMUNITY 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**, **Villa Albertine** 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 *Culturethèque.com* and films used for our Ciné-Club screening through the *IFCinema* platform.





Alliance Française *de La Nouvelle-Orléans*

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1519 Jackson Avenue
New Orleans, LA 70130
Tel: 504.568.0770
Email: marketing@af-neworleans.org

PRESENTED BY

Marina Schoen - President of the Board

Emilie Georget - Executive Director

PREPARED BY

Emilie Georget - Executive Director

Karla Ewing - Events & Communications Coordinator