CONTENTS

Letter from the Executive Director ........................................................................................................ 2
About Us .................................................................................................................................................. 3
The School ................................................................................................................................................ 4-5
Culture & Events ...................................................................................................................................... 6-7
Community ............................................................................................................................................... 8
Finance .................................................................................................................................................... 9
Donors & Partner Acknowledgement ....................................................................................................... 10
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 ses membres 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 Sclama, Ex-officio
Consul Général de France
Cecile Andrés*
Jessie Aris
Pamela Pryor Bonner
Jennie Diament
Joseph Dunn*
Norma Grace*
Kevin Gray
Tiffany Hayers
Dan Henderson
Givonna Joseph
Christine R. LeBlanc*
Phillip Mollière
Claude Schlesinger*
Marina Shoem
E. Alexandra Stafford*
Annie Orilais Thibodeaux
Alexandre Villous*
Julia Ingraham Walker*

*President Emeritus
ABOUT US

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.

OUR STORY
The Alliance Francaise 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
15 Francophiles, francophones, and francophoneoisies 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 Plans 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
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!
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**

- Private - 18% (Children & Adults)
- Youth - 10% (Collective classes)
- Adult - 72% (Collective classes)

**Enrollments per level:**

![Bar chart showing enrollments per level]

<table>
<thead>
<tr>
<th>Level</th>
<th>Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initiation</td>
<td></td>
</tr>
<tr>
<td>A1.1</td>
<td>100</td>
</tr>
<tr>
<td>A1.2</td>
<td>75</td>
</tr>
<tr>
<td>A1.3</td>
<td>50</td>
</tr>
<tr>
<td>A1.4</td>
<td>25</td>
</tr>
<tr>
<td>B1</td>
<td>20</td>
</tr>
<tr>
<td>B2+</td>
<td>10</td>
</tr>
<tr>
<td>C1+</td>
<td>5</td>
</tr>
</tbody>
</table>

*Includes specialized classes

**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!
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

<table>
<thead>
<tr>
<th>28</th>
<th>30</th>
<th>46</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petite Alliance (ages 3-6 year)</td>
<td>French for children immersion programs</td>
<td>Workshops (Petits Penseurs and Story Boxes)</td>
</tr>
</tbody>
</table>

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

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.
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

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

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

**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.

**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.
ON THE WEB

22,625 visitors

Visitors to af-neworleans.org

3,797 likes on Facebook

1,613 followers on Instagram

3,828 newsletter subscribers

COMMUNITY

MEMBERSHIP

Teacher of French 7.6%
Family 16.2%
Dual 7.1%
Student 21.9%
Single 47.3%

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**

- COVID Relief: 13%
- Fundraising: 12%
- Memberships: 6%
- Cultural: 3%
- Self-funding: 7%
- School: 59%

**2020 EXPENSES**  **$204,919.96**

- Operating: 28%
- Building/Facilities: 7%
- Staff Payroll: 27%
- Cultural: 4%
- School: 27%
- Marketing: 7%

**FUNDRAISING**

$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.
**Merci beaucoup**

TO OUR GENEROUS DONORS & COMMUNITY PARTNERS

**DONORS**

APPLEBAUM, Robert
ANDRY, Cecile
APFFEL, Jane
BERNSTEIN, George (Lucy Foundation)
BIOELOW, 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
LABOISSE, Peter & Diane
LAFLEUR, Jill
LAPERE, Andrew
McCALL, Anne
MOLLER, Philip
MORAN, Lisa
MURRAY, Catherine
NOLAN, Neil
ORILLAC, Annie
PELLERIN, Curtis
PINNEY, Lil & Reese
REEVES, Alison

REEVES, Ryan
ROYER, Paige
SANDERFORD Jr., H. Briton
SARPY, Courtney-Anne
SCHOEN, Marina
SCHWARZENBACH, Donald
SMARA, Mariène
SPANGENBERG, Nicole
SULLIVAN, John
THIBODEAUX, Annie
TOURNIAIRE, Michael
TYLER, Devyn
VIALOU, Alexandre
VOORHIES, Rand & Terry
WITTERNBERG, 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 programing such as films used for our Ciné-Club screening through the **IFCinema** platform.
For more information, please contact:
Joseph Pons
Communications and Events Coordinator
Alliance Française de La Nouvelle-Orléans
1519 Jackson Avenue
New Orleans, LA 70130
Tel: 504.568.0770
Email: marketing@af-neworleans.org