

ANNUAL REPORT

af Alliance Française
de La Nouvelle-Orléans

20 23



2023



FRENCH LANGUAGE CULTURE COMMUNITY

531
memberships

553
Group course
enrollments

111 group courses

81 private students

11 workshops

5 average students per class



7,781



hours taught of French

5,414 + 7% (2022)
Facebook followers

3,012 + 23% (2022)
Instagram followers

4,535
Newsletter subscribers

38,806 + 6% (2022)
Website visitors

113 events in 2023
+ 57% (2022)

4,937 event attendees

1,715 Festinema participants

My French Book Fest

15 class field trips with 308 students

420 Bastille Day attendees + 14%

Regular community activities



Coucoureurs
Running Club



Vinyasa
Bilingual Yoga



Round Table
Louisiana Creole



Café Péda
Teacher Exchange



Hap'Apéro
Happy Hour

96%
student satisfaction

97%
teacher satisfaction



End of session class party, December 2023



Soiree, Rose, May 2023



Cultural Collision, Sept. 2023



Center for Louisiana Studies, Oct. 2023



My French Book Fest, Nov. 2023



Alliance Française
de La Nouvelle-Orléans
ANNUAL REPORT 2023

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LETTER FROM THE DIRECTOR

Après une formidable année 2022, 2023 a marqué une nouvelle étape de développement pour l'Alliance Française de la Nouvelle-Orléans. Notre communauté s'est retrouvé lors d'événements de grande ampleur comme Bastille Day, le festival de la Francophonie ou My French Book Fest, mais aussi lors de nos rendez-vous réguliers tels que les Hap'Apéros, les coucoureurs ou encore grâce au lancement du Café pédagogique pour les enseignants francophones !

Le dynamisme de l'Alliance française s'exprime également dans les transformations de son bâtiment, qui accueille chaque année étudiants, membres et participants à nos événements, avec des travaux tout au long de l'année pour inaugurer dès janvier 2024 le nouvel espace pour les cours et les événements au rez-de-chaussée.

Enfin, c'est toujours grâce à ses nombreux partenaires que l'Alliance Française peut jouer le rôle vibrant de centre culturel francophone qu'elle assume fièrement. Cette alliance, c'est la vôtre, celle des apprenants de français, des membres, des donateurs, des partenaires et des enseignants !



After a fantastic year in 2022, 2023 marked a new stage of development for the Alliance Française de la Nouvelle-Orléans. Our community came together for major events such as Bastille Day, the Festival de la Francophonie and My French Book Fest, as well as for our regular get-togethers such as Hap'Apéros, Coucoureurs, and the launch of Café Pédagogique for French-speaking teachers!

The dynamism of the Alliance Française is also expressed in the transformation of its building, which welcomes students, members and participants in our events every year, with work taking place throughout the year to inaugurate the new space for courses and events on the first floor in January 2024.

Finally, it is always thanks to its many partners that the Alliance Française can play the vibrant role of Francophone cultural center that it proudly assumes. This Alliance is yours - the Alliance of French learners, members, donors, partners and teachers!

Emilie Georget
EMILIE GEORGET
EXECUTIVE DIRECTOR

LEARN THE LANGUAGE



Open House



French spirits workshop



A1:1 small group adult class



Café Pédagogique



DELFL exam



472
students

36
teachers

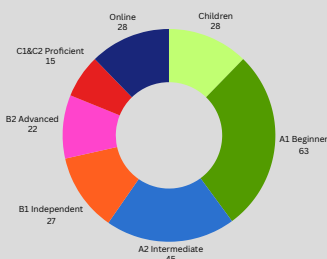


5 locations

3 new courses

Louisiana Creole, French Philosophy, French through Cinema

ENROLLMENTS PER LEVEL



52 DELF/DALF candidates



4 TEF candidates

From **beginners to advanced learners**, and all age groups, from children to adults, AFNO offers both small group courses and **private lessons** for all. In 2023, AFNO continued to be a leader in French education for all ages by offering adults and children courses, specialized programs like our themed courses and French Cinema, and workshops.

AFNO introduced a **Louisiana Creole course**, and **opened more off-site locations** including St. Tammany Parish Library (Northshore) and the Historic New Orleans Collection (French Quarter), Audubon Charter School (French for parents), and the Cabildo Museum (French for Travel).

LEARN THE LANGUAGE



10

Petits Penseurs
philosophy workshops

15

French Afternoons
Summer Camp workshops

3

Musique et moi
music workshops

Designed to make learning fun and engaging, our children's **French educationa courses and workshops** offer interactive sessions that cater to **different age groups and levels**. From language basics to cultural activities, AFNO provides a rich learning experience for little ones. In addition to our French course *Les Bambins*, in 2023 AFNO offered cultural workshops and a diverse programming during the *French Afternoons* including **cooking crêpes** and much more!

In 2023, AFNO's "**Conversation à la carte**" class celebrated **15 years** with instructor Laurence Lechat! This course operated on a punch card system, offering flexibility for participants. Mme Lechat prepares **weekly discussion** topics to promote French speaking fluency for French language learners of the intermediate to advanced levels. Such a milestone marks years of **enriching discussions** and language growth. Cheers to many more fruitful conversations ahead!



LIVE THE CULTURE



10

Club Lecture
book club

10

Ciné-Club
film screenings

9

Rendez-Vous
meet & greets

3

Open House
meet & greets

In the past year, AFNO has been dedicated to fostering **cultural enrichment** and **community engagement** through a wide range of vibrant cultural events. From captivating film screenings to interactive workshops and engaging discussions, AFNO events have brought together people of all backgrounds to **celebrate the richness of French culture**. With art exhibitions and artists talks, AFNO events have sparked thought, inspired creativity, and fostered connections among participants.

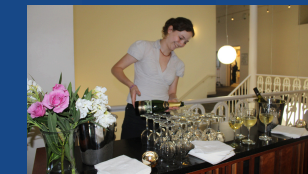
AFNO supports both local and international artists, creatives, writers, and cultural figures, as they enrich the New Orleans community with diverse perspectives and talents. Looking ahead, AFNO remains committed to providing **enriching cultural experiences** for our community. AFNO will continue its rich and diverse programming to reach even more people and create opportunities for meaningful cultural exchange.



113 EVENTS 2023
+57%
4,937 PARTICIPANTS

Throughout the year, AFNO hosts a variety of **special events** that celebrate French language and culture, fostering community engagement and appreciation for Francophone heritage. During **Mois de la Francophonie**, almost **500 participants** enjoyed AFNO's **11 events** which showcased the diversity of French-speaking cultures through film screenings, art exhibitions, and cultural workshops. **Festinema** allowed **1715 students** to discover French cinema. **Nuit en Musique** brought the magic of live music creating an unforgettable evening of entertainment. **Bastille Day** is a highlight of AFNO's calendar celebrating the French National holiday with live music, dance performances, and delicious French cuisine. Finally, the 2nd **My French Book Fest** engaged **308 students and 400 book lovers** of all ages with literary events, author readings, and book signings, promoting a love for French literature and storytelling.

LIVE THE CULTURE



COMMUNITY



CLUB DE LECTURE **CLUB DE LECTURE**
LECTURE HAP'APÉRO **INTERNSHIPS**
DISCUSSION PANELS **VOLUNTEERING**
COUCOUREURS
RUNNING CLUB
LA CREOLE ROUND TABLE
BILINGUAL YOGA
CAFÉ PÉDAGOGIQUE



LIVE THE CULTURE

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.

In 2023, the AFNO digitized its catalogue, as well as offered more specific categories for children based on word count. Additionally, a new category was added, "French Language Learners," with resources for adult learners.



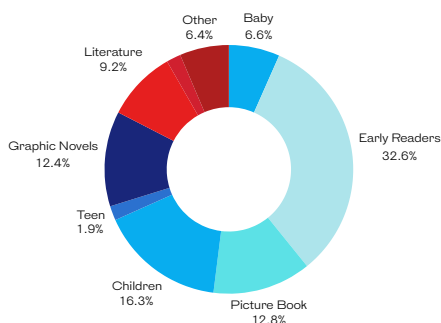
CULTURETHÈQUE

+ 66 new users

This **digital library** created by Institut Français & Fondation Alliance Française aux Etats-Unis is available and free for AFNO members. Browse French language online magazines, ebooks, newspapers, films, comics, podcasts, music, children's content, and language learning resources for all levels and ages.

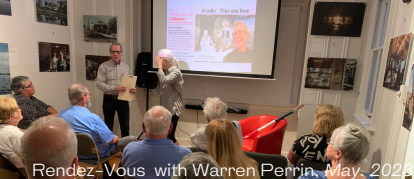
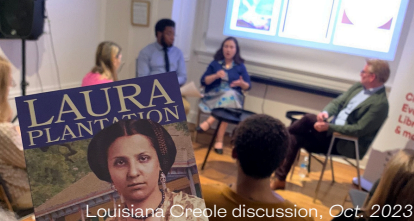
+ **112%**
documents borrowed

BORROWINGS

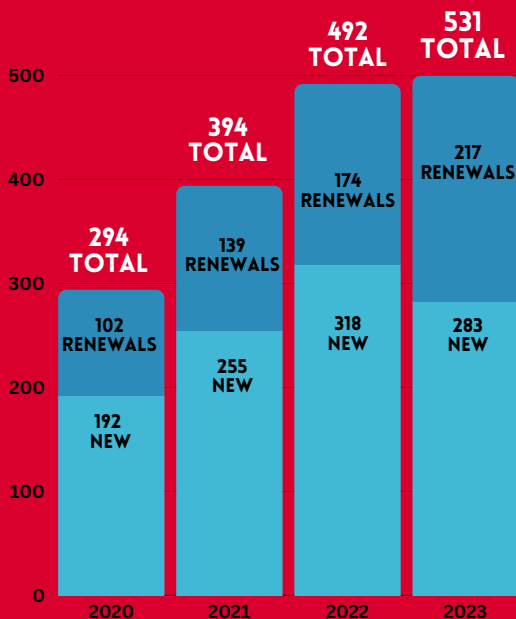


+ **130** new documents





MEMBERSHIPS



VOLUNTEERS

Merci!



67 active volunteers

585 volunteers hours

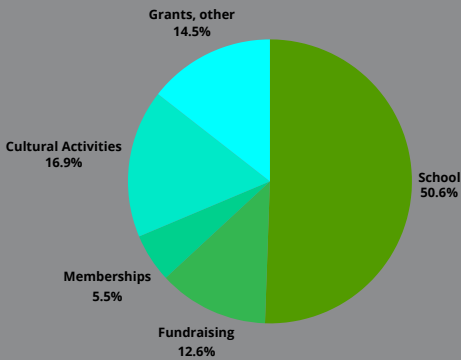
FINANCE

The net incomes from previous years have been invested in 2023 projects of renovations of the building, to open a new classroom and create a new kitchen dedicated to the events held in the backyard. In the chart below, staff's payroll is distributed regarding the time worked on projects and activities. The Alliance's revenues are increasing year to year, showing a general good financial health of the organization.

2023 REVENUE

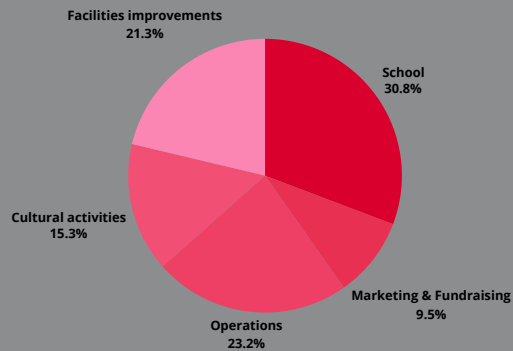
\$385,787

Merci to our donors!



2023 EXPENSES

\$383,884



FUNDRAISING

Main donors recognized on pg. 17

\$8,065 raised during GiveNOLA Day

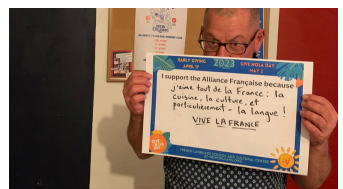
\$7,053 raised during Nuit en Musique

\$9,277.55 raised from Bastille Day

\$9,320 raised from end-of-year campaign

\$21,385.00 raised from memberships

\$55,100.55 total raised in 2023





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
Karla Ewing

Pedagogy Reference
Laurence Lechat

Bookkeeper
Sandrine Vigouroux-Crouch



TO OUR GENEROUS DONORS
& COMMUNITY PARTNERS



MAIN DONORS OVER \$500

Alkis Tsolakis

Sharon Holleran

Genevieve Holleran

Julia and Cedric Walker

Lurcy trust Donation

Cécile Andry

George Young

James Holmes

Jennifer Bigelow

Courtney Ann Sarpy

Carole B and Kenneth Boudreaux Foundation

Ryan Reeves

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.



af Alliance Française de La Nouvelle-Orléans

OUR MISSION

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

MORE INFORMATION

Karla Ewing
Communications and Events Coordinator
Alliance Française de La Nouvelle-Orléans
marketing@af-neworleans.org

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.

PRESENTED BY

Marina Schoen - President of the Board
Alan Nobili - Executive Director

PREPARED BY

Karla Ewing - Events & Communications Coordinator
Emilie Georget - Executive Director

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@afneworleans

TO BE POINTED OUT IN THE ANNUAL REPORT:

TEMPS FORTS CULTURE

>> Nuit des idées sur les enjeux d'érosion côtière avec les interventions de Christine Verdin, du CPRA, du CRCL, modérées par Alex Kolker (LUMCON).

>> Mois de la Francophonie :

- Lancement avec concert dans le jardin (Sunset Jazz Band)
- Projections de films documentaires avec Madan Sara (Haïti), Une rivière métissée (Canada), Les indes Galantes (France) et Finding Cajun (Louisiane)
- Soirée contes avec trois conteurs (Bretagne, Québec, Louisiane)
- Venue de la compagnie Tilawcis avec la pièce Frénésies

>> Festinema 1715 enfants : partenariats avec :

- Ecole Bilingue
- LFNO
- Audubon Charter School
- Hynes Charter School
- International School of Louisiana
- Mount Carmel
- NOCCA

>> Fundraiser au Jazz Museum « Une nuit en musique » avec les musiciens Anna Laura Quinn et Mahmoud Chouki

>> Bastille Day

420 tickets

>> Présentation de Nicolas Mathieu, en partenariat avec la Villa Albertine & Tulane University

>> Deuxième édition de My French Book Fest

308 kids, 400 public

>> Lancement des Cafés pédagogiques



?

**enrollments in
group classes**

+ ??% (2022)

32

instructors
from around the Francophonie

over

400

**Bastille Day
attendees**

+ 14% (2022)

500

memberships

3,490

**documents in
our library**

+ 52% (2022)

5,300

Facebook followers

+ 5% (2022)

2,400

Instagram followers

+ 25% (2022)

2023

IN NUMBERS

4,535

**newsletter
subscribers**

af

??

volunteers

100+

Cultural events
*with more than
2,000 attendees*

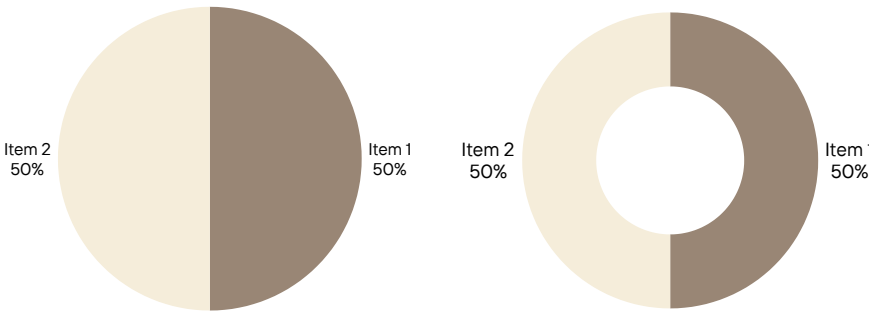
??

**DELFDALF
candidates**

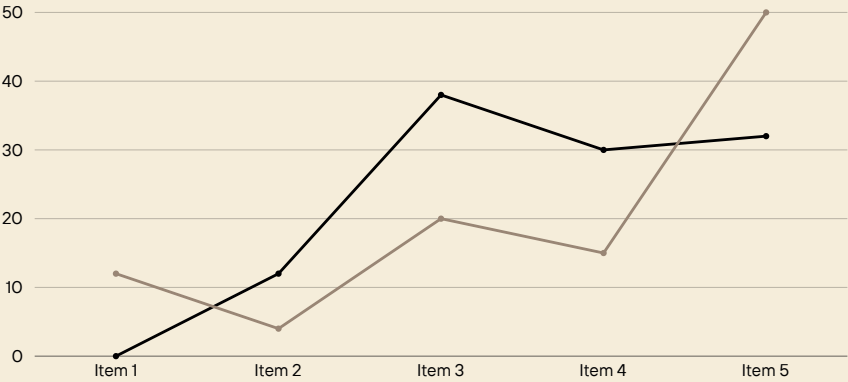
38,806

website visitors

+ 6% (2022)



Cap off your presentation with motivational quotes to inspire your colleagues to keep pushing forward for a better and more impressionable report.



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