

af Alliance Française
de La Nouvelle-Orléans

ANNUAL REPORT 2021





Soirée Contes during La Semaine de la Francophonie, March 2021



On-site classes resumed in Fall 2021 with masks and proof of vaccination



Quarterly used French book sales to raise funds for new library materials



"L'After" networking event with Nous Foundation, October, 2021



Petits Penseurs, youth philosophical workshop en français



Ciné-Club en plein air



Alliance Française
de La Nouvelle-Orléans

ANNUAL REPORT

2021

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450

*enrollments in
group classes*

+ 10% (2020)

33

*instructors
from around the Francophonie*

over

300

*Bastille Day
attendees*

427

memberships

+ 45% (2020)

2,200

*documents in
our library*

4,619

Facebook followers

1,911

Instagram followers

2021

IN NUMBERS

4,120

*newsletter
subscribers*

af

51

volunteers

63

*Cultural events
with more than
1,859 attendees*

58

*DELFD/DALF
candidates*

2,900

monthly website visitors



Quelle année ! 2021 fut une année stimulante et excitante pour tous les membres de la communauté de l'Alliance Française. Tout d'abord, nous nous sommes adaptés au contexte d'une crise sanitaire prolongée, avec un format hybride pour la semaine de la Francophonie en mars 2022, un séminaire 100% en ligne sur la Louisiane qui a attiré un grand nombre de participants du Canada au Brésil, et enfin avec le maintien des cours en ligne jusqu'en septembre 2021. La rentrée de l'automne fut un défi à relever avec l'irruption de l'ouragan Ida et la reprise des cours en présentiel à l'aide d'un protocole sanitaire stricte pour garantir la

sécurité sanitaire de tous. Nous avons poursuivi l'aménagement de notre jardin avec une scène et de nouveaux sièges pour accueillir toujours plus d'évènements, comme notre formidable Bastille Day Fête ou la première collaboration avec la Villa Albertine à l'occasion de la visite de la réalisatrice francosénégalaise Dyana Gaye.

Merci à tous pour votre fidélité, votre confiance et votre soutien qui nous a permis de dessiner dans la joie et l'optimisme un projet ambitieux et rassembleur pour la communauté francophone et francophonophile de Louisiane !



What a year! 2021 was a challenging and exciting year for all members of the Alliance Française community. First, we continued adapting to the ongoing COVID-19 Pandemic. We hosted a hybrid format for the Francophonie week in March 2021, a completely online seminar on Louisiana which attracted many participants from as far as Canada to Brazil, and finally with the continuation of online courses until September 2021. The return to the Alliance in the Fall was a challenge to be met with the arrival of Hurricane Ida and the resumption of face-to-face courses using a strict health protocol to guarantee everyone's health and safety.

We continued to develop and upgrade our backyard with a stage and new seats to accommodate even more events, such as our successful Bastille Day Fête as well as our inaugural collaboration with the Villa Albertine during the visit of French-Senegalese director, Dyana Gaye.

Thank you all for your loyalty, your trust, and your support during this year emerging from many crises, which has allowed us to design, in joy and optimism, an ambitious and unifying project for the Francophone and Francophile community of Louisiana!

Émilie Georget
Executive Director, AFNO

EDUCATION

The Alliance Française de La Nouvelle-Orléans offers traditional language classes from beginner to advanced levels, specialized classes, and workshops for both adults and children. In 2021 the AFNO counted **450 enrollments in our collective courses (+ 10% compared to 2020) despite the ongoing COVID-19 Pandemic and Hurricane Ida**. In addition to French classes, the AFNO offered a new English course for French speakers. The AFNO also saw an increase of 80% among its private class enrollments,

The AFNO also provides **official certifications** such as the DELF for children and adults and became a new official center for the *Test d'évaluation de Français (TEF)* organized by the Paris Chamber of Commerce at the end of 2021. In total, 58 people took DELF and DALF exams at the AFNO in 2021, with a success rate of 76% of candidates.

2021 BY THE NUMBERS

 **37** online classes

 **16** on-site classes

 **11** workshops



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. In 2021, the AFNO counted 33 instructors teaching online and on-site, with or without masks and even while evacuated in the aftermath of Hurricane Ida.

The AFNO provides trainings and workshops to its teachers thanks to the support of the French Embassy in the US and the efficient network of the Federation of the 105 AF chapters in United States. Thirteen teachers took advantage of trainings and professional development in 2021.



Instructors complete a *Réunion de Rentrée* meeting to discuss new techniques and ideas



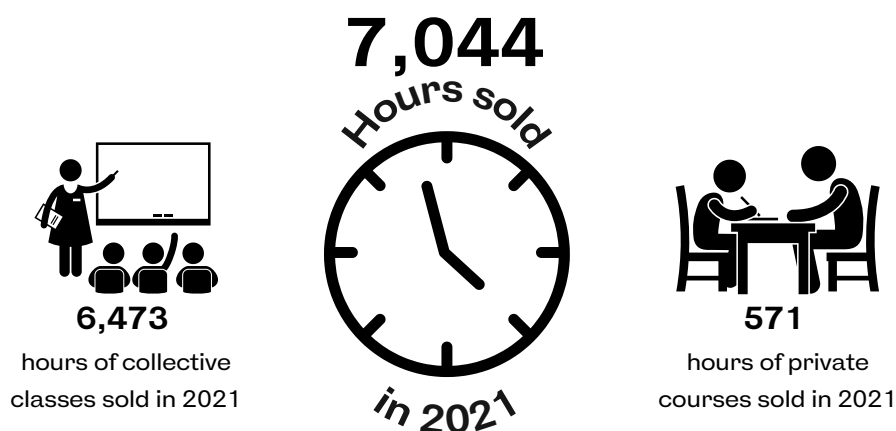
AFNO teachers and staff during an end of the year social

ON-SITE AND ONLINE CLASSES

In August 2021, after 18 months of offering exclusively online course, **the AFNO was set to resume on-site courses** when Hurricane Ida made landfall on August 29. The AFNO was forced to push *La Rentrée* back several weeks and canceled many cultural events.

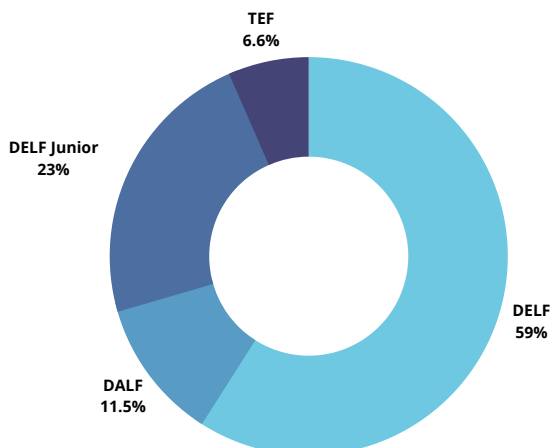
Once classes resumed, **about 60% of AFNO's course remained online**, via Zoom, while the other 40% were in-person. Teachers and students attending on-site classes were required to wear masks and provide proof of vaccination per the city of New Orleans mandate at the time.

Despite on-site classes resuming in Fall 2021, online classes made up the majority of the AFNO's course offerings this year. We found that many students in New Orleans prefer this method of learning due to its flexibility. Further, we've been able to teach students in other areas such as Baton Rouge and Shreveport, Louisiana and even as far as Jackson, Mississippi.

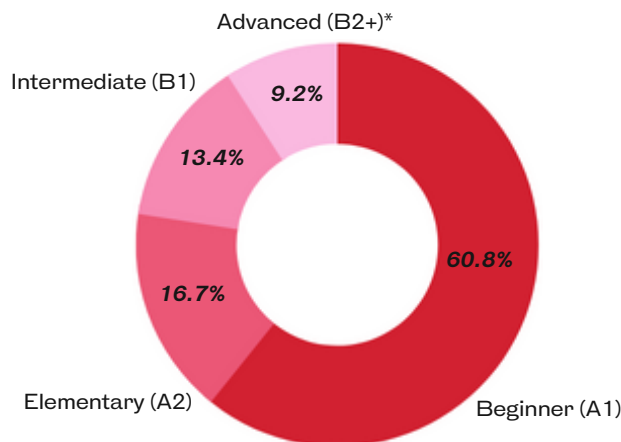


In a Spring 2021 survey, over 94% of AFNO students responded that they were satisfied or very satisfied with their classes. In Winter, 100% satisfaction was expressed in the same survey!

CERTIFICATIONS BY TYPE



ENROLLMENTS PER LEVEL



CULTURE

RECURRING EVENTS

- 10 Book Club** Advanced Book Club meetings remained online in 2021.
- 8 Ciné-Club film screenings** *In 2021, we hosted many French film screenings outdoors in the AFNO backyard due to the ongoing COVID-19 pandemic.*
- 8 Petits Penseurs** Petits Penseurs is a monthly children's philosophical workshop entirely in French.
- 6 Rendez-vous de l'Alliance** Originally called "Meet and Greets," the AFNO brought back its monthly speaker series in January 2021 hosting about half online, half outdoors in the backyard.
- 2 Polyglot Café** In 2021, the AFNO began partnering with local Spanish school, **Casa de España** to host informal conversation hours to promote plurilingualism.
- 1 L'After** In October 2021 the AFNO hosted its first networking event with the **Nous Foundation**. For this first event, Sam Craft of local band Sweet Crude presented his journey with French.
- 1 Wine tasting** The AFNO hosted one wine tasting with the **French American Chamber of Commerce** at the historic Degas House focusing on Bordeaux wine.



Ciné-Club outdoor French film screening, Aug. 2021



Rendez-vous de l'Alliance with Louisiana Creole expert, Lawson Ota, Dec. 2021



Bordeaux Wine Tasting with the FACC at Degas House, April 2021

1,859 event attendees in 2021



BASTILLE DAY FÊTE → JULY 14

In 2021 the Alliance Française of New Orleans hosted its first event celebrating the French national holiday since 2018. The event attracted over 320 attendees and was a great fundraiser for the organization raising over \$6,000. The event included live music from local French trio, Harmonouche as well as a French DJ set by Lafayette's Drake LeBlanc. Local French popup, The French Stall served crêpes and French Consul, Vincent Sciana toasted *la République*.



Attendees were encouraged to "dress French"



Local krewe, Les ReBelles performing



A volunteer enjoys fresh crêpes

SEMAINE DE LA FRANCOPHONIE

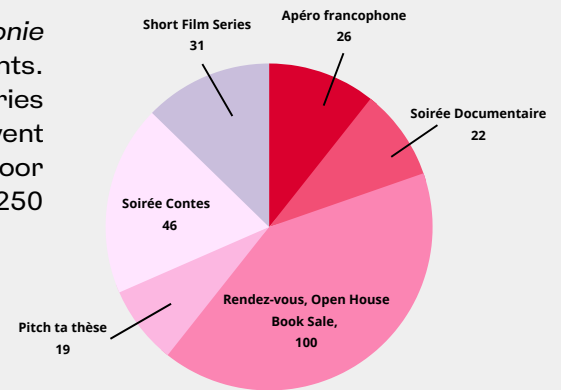
→ MARCH 15-20

In March 2021 the AFNO highlighted the *Mois de la Francophonie* (Francophone Month,) through a series of in-person and online events. The events included the return of the *Soirée Contes*, a short film series from around the French-speaking world, a "Pitch ta thèse" online event with French graduate students from around Louisiana, and an outdoor Open House and used French book sale. Throughout the week, over 250 people attended these events.



Soirée Contes, March 2021

LA SEMAINE DE LA
FRANCO
phonie



Attendance by event

Semaine de la Francophonie, March 2021

SÉMINAIRE LOUISIANAIS → MAY 5-26

Every Wednesday in May 2021, the AFNO welcomed online panels of specialists on all things French in Louisiana. The month-long seminar which took place entirely in French was entitled "*La Louisiane: de 1699 jusqu'asteur*" and focused on four themes: History, Languages, Cultures, and Political Issues. Panelists included Joseph Dunn, Amanda Lafleur, Lawson Ota, Peggy Feehan and more. Over 260 people tuned in from around the world.

LA LOUISIANE
de 1699 jusqu'asteur

Une série de webinaires qui approfondit la Louisiane créole et francophone

A series of webinars that explore Creole and French Louisiana

HISTOIRE CLINT BRUCE, NATHAN BABALUX	5 MAI À 6:00 PM (CST)
LANGUES AMANDA LAFLEUR, HERBERT WULTZ	12 MAI À 6:00 PM (CST)
CULTURES SAM CHART, ASHLEE MICROT	19 MAI À 6:00 PM (CST)
ENJEUX POLITIQUES JOSEPH DUNN, PEGGY FEEHAN, WILL MCCREW	26 MAI À 6:00 PM (CST)

Inscrivez-vous en ligne :
bit.ly/1699ajusquasteur

Organisé par Alliance Française de La Nouvelle-Orléans

NOVEMBRE NUMÉRIQUE → NOVEMBER 18-20

Novembre Numérique
Le mois des cultures numériques

The AFNO was the first Alliance Française chapter in the US to host *Novembre Numérique* (Digital November) organized by the *Institut Français*. Novembre Numérique aims to promote access for all to new technologies, to promote the diversity of French digital creation, and to foster an international dialogue between creators and audiences. In addition to the public, AFNO hosted a day of field trips with students from Lycée Français (LFNO.)



Ma Place, 360° interviews with Louisianans



Wakatoon coloring app. with LFNO students



Virtual Reality tours of Parisian monuments

FACILITIES IMPROVEMENTS

While the COVID-19 Pandemic led us to rethink our relationship with spaces and digital tools, the **AFNO wanted to remain a resource and gathering place for French-speakers in New Orleans**. To guarantee everyone's safety and comfort, we worked to improve the outdoor facilities, redecorate the children's room and finally bring light and modernity to the classrooms and passageways.

Before



After



Backyard



**Children's
classroom**



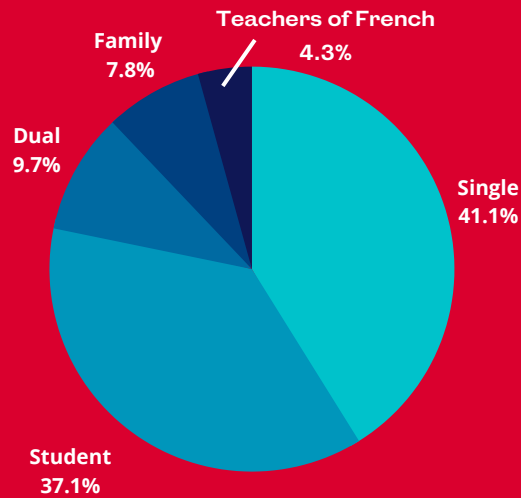
**Upstairs
classroom**

COMMUNITY

MEMBERSHIP

AFNO membership numbers increased significantly from 332 in 2020 to 425 in 2021. This is likely due to the return of in-person events and classes.

TYPES OF MEMBERSHIPS



Visitors to
af-neworleans.org

4,619 likes
on Facebook

↗ 22%

1,911 followers
on Instagram

↗ 18%

425 members
in 2021

↗ 28%

4,120 newsletter
subscribers

↗ 8%



51 volunteers in 2021



FINANCE

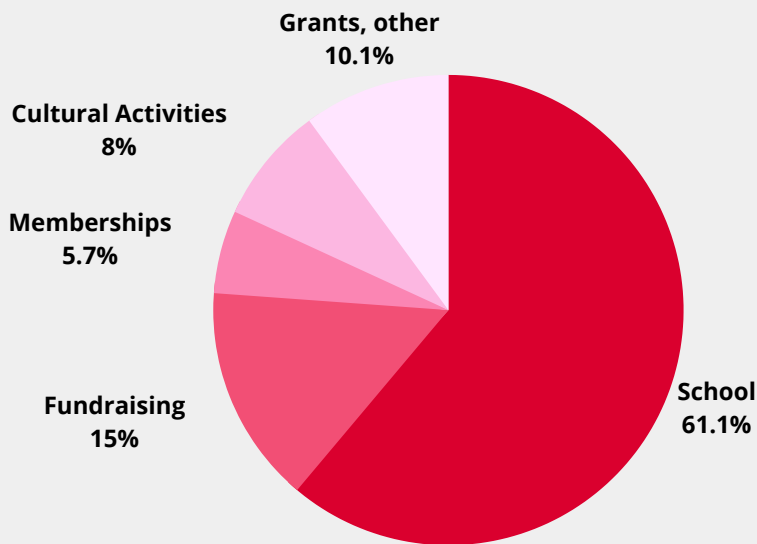
The net income from 2021 will be invested in 2022 and 2023 to renovate and modernize the AFNO facilities.

In this chart, the staff's payroll is distributed regarding the time worked on projects and activities.

2021 REVENUE

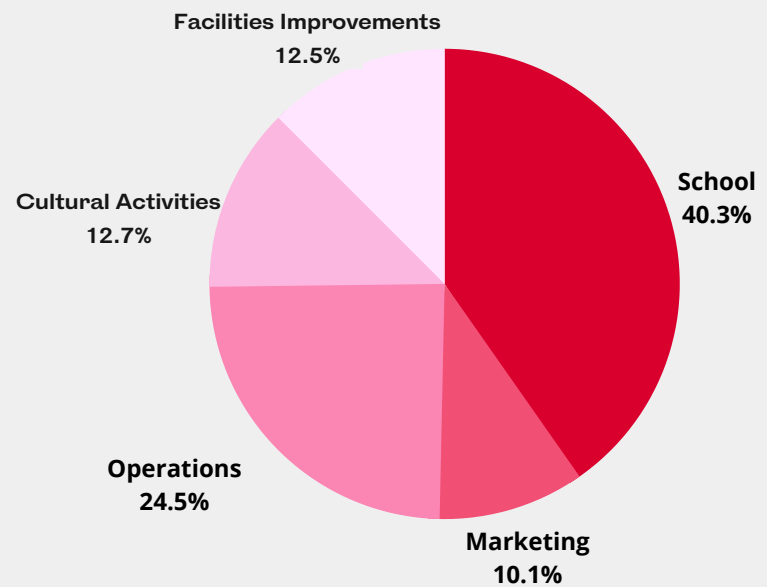
\$286,805

Merci to our donors!



2021 EXPENSES

\$244,678



FUNDRAISING

Names of main donors recognized on pg. 12

\$4,457 raised during GiveNOLA Day

\$27, 530 raised during Annual Giving Campaign and board-match campaign

\$2,030 raised from raffles

\$6,241 raised from Bastille Day

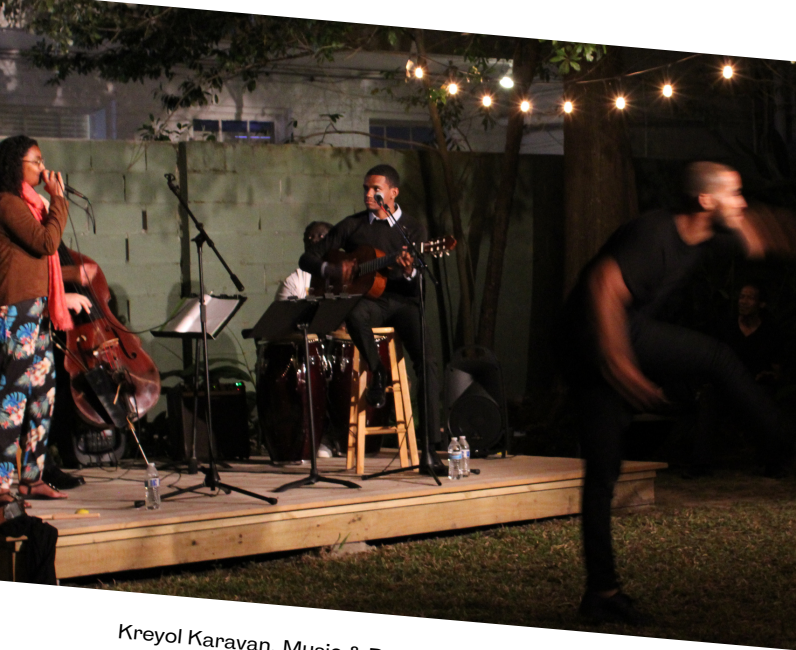
\$1,250 raised from merchandise sales

\$17,072 raised from memberships

\$64,833 total raised in 2021



Give NOLA Day 2021 campaign: "What is the Alliance Française to You?"



Kreyol Karavan, Music & Dance from Guadeloupe, November 2021



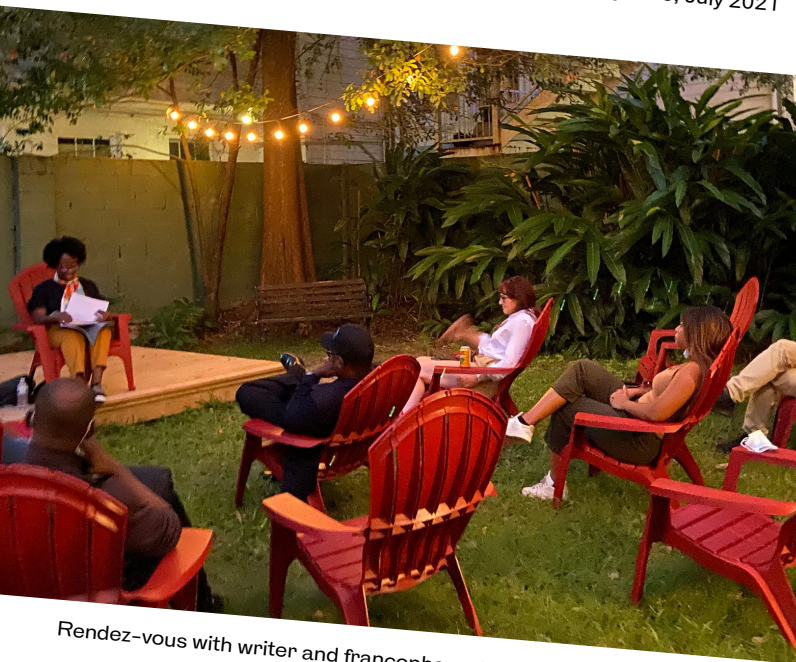
Outdoor Louisiana film screening, May 2021



Bastille Day Fête, July 2021



Local French band, Harmonouche at Bastille Day Fête, July 2021



Rendez-vous with writer and francophone, Wendy Randall, October 2021



ALLIANCE FRANÇAISE DE LA NOUVELLE-ORLÉANS

STAFF AND BOARD OF DIRECTORS

BOARD OF DIRECTORS

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Executive Director
Emilie Georget

Administrative Coordinator
Lauren Bix

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

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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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Emilie Georget - Executive Director

PREPARED BY

Emilie Georget - Executive Director

Joseph Pons - Events & Communications Coordinator