

# ANNUAL REPORT

*af* Alliance Française  
de La Nouvelle-Orléans

# 20 23



# 2023



af Alliance Française  
de La Nouvelle-Orléans

# 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 coucoueurs 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, Coucoueurs, 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



**472**  
students

**36**  
teachers

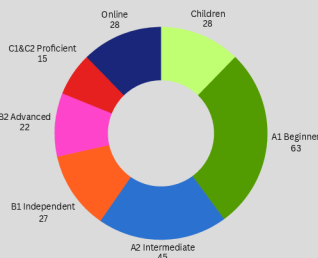


**5** locations

**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

# 15

# 3

## Petits Penseurs

*philosophy workshops*

## French Afternoons

*Summer Camp workshops*

## 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**  
**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.

## +130 new documents



## CULTURETHÈQUE

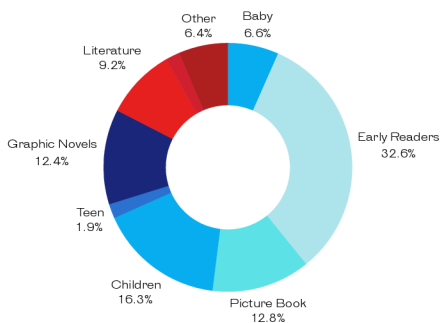
+ 66 new users

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.

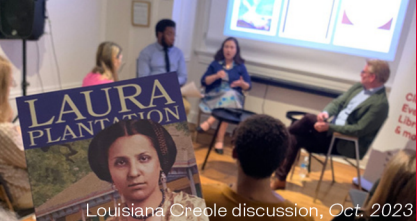
## + 112%

documents borrowed

### BORROWINGS







Louisiana Creole discussion, Oct. 2023



Rendez-Vous with Evarn Ganapamó, Jan. 2023



"The Precipice" screening, March 2023



Rendez-Vous with Anne Guillot, Sept. 2023



Rendez-Vous with Taalif, Oct. 2023

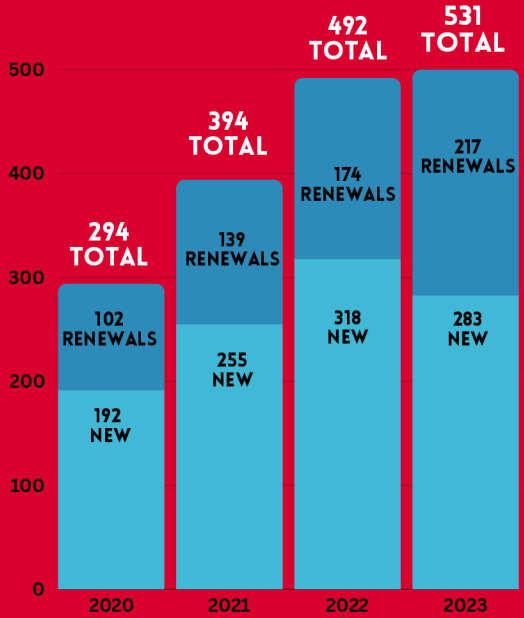


Gala Patron Party, May 2023



Rendez-Vous with Warren Perrin, May 2023

# MEMBERSHIPS



# VOLUNTEERS

*Merci!*



**67** active volunteers

**585** volunteers hours

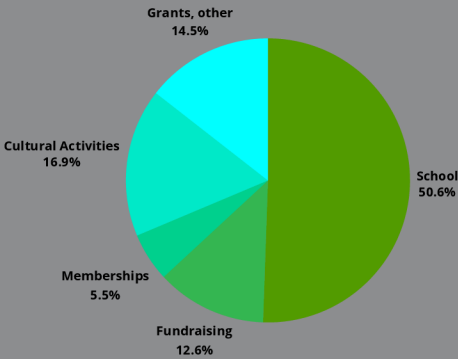
# FINANCE

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 hold 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

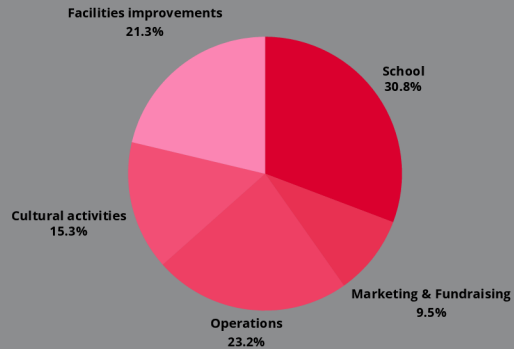
**\$385,787**

*Merci to our donors!*



## 2023 EXPENSES

**\$383,884**



## FUNDRAISING

*Main donors recognized on pg. 17*

**\$8,065** raised during GiveNOLA Day

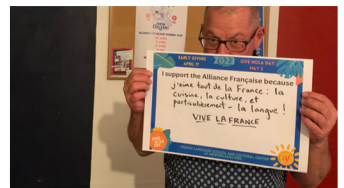
**\$7,053** raised during Nuit en Musique

**\$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

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**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

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**Executive Director**

Emilie Georget

**Administrative Coordinator**

Sarah Mahoney

**Communications and Events Coordinator**

Karla Ewing

**Pedagogy Reference**

Laurence Lechat

**Bookkeeper**

Sandrine Vigouroux-Crouch



# Merci

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

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

## MORE INFORMATION

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Karla Ewing  
Communications and Events Coordinator  
Alliance Française de La Nouvelle-Orléans  
[marketing@af-neworleans.org](mailto:marketing@af-neworleans.org)

## 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.

## 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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