



af Alliance Française
San Diego



ANNUAL REPORT 2023



Presented By

Julie Ripoll, Executive Director

Prepared By

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2023 in Numbers

275 Members



499 Students



103 Delf / DalF candidates



14 K website unique visitors



8.5K + followers on social media*
~ 60 K points of contacts



69 cultural and social events
Attended by 1515 guests



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Letter from the Executive Director

Bonjour,

L'année 2023 a marqué une période de croissance et de transformation significative pour l'Alliance Française de San Diego. Avec une communauté florissante, nous avons enregistré une augmentation remarquable de nos membres, de notre offre de cours, de nos événements, et de l'engagement envers notre mission de promouvoir la langue française et les cultures francophones. Nos efforts pour revitaliser l'organisation ainsi que nos initiatives communautaires et notre dynamisme sur les réseaux sociaux ont porté leurs fruits.

Nous avons continué à renforcer notre présence à San Diego en élargissant notre offre éducative et culturelle. Le San Diego French Film Festival, un de nos événements phares, a rencontré un succès retentissant sur plus de trois jours de festivités, dont deux jours à guichets fermés.

Ce rapport illustre les succès de l'année écoulée et présente les fondations solides que nous avons bâties pour continuer à prospérer en tant que pôle culturel francophone à San Diego. Alors que nous nous tournons vers l'avenir, nos objectifs pour 2024 sont ambitieux, avec des projets de réouverture d'une nouvelle école et d'un centre culturel accessibles à tous.



Hello,

The year 2023 marked a period of significant growth and transformation for the Alliance Française de San Diego. With a flourishing community, we recorded a remarkable increase in our members, classes, events, and engagement with our mission to promote the French language and Francophone cultures. Our efforts to revitalize the organization, community initiatives, and dynamism on social media have borne fruit.

We continued strengthening our presence in San Diego by expanding our educational and cultural offerings. The San Diego French Film Festival, one of our flagship events, was a resounding success, spanning three days of festivities, two of which were sold out.

This report highlights the past year's successes and presents the solid foundation we have built to continue thriving as a Francophone cultural hub in San Diego. As we look to the future, our goals for 2024 are ambitious, with plans to reopen a new school and cultural center accessible to all.

Julie Ripoll, MBA

Mission

To promote the French Language and Francophone Cultures

Vision

- To make the Alliance Française de San Diego thrive and become a French hub in America's Finest City.
- To continue to bring you entertainment, creativity, learning, and joie de vivre through the francophone cultures.



Our story

The Alliance Française San Diego is a 501(c)(3) not-for-profit organization incorporated in the State of California.

Founded in 1927, Alliance Française San Diego is one of the oldest chapters in the United States. It is a cultural and educational association headed by a Franco-American team composed of instructors, a management team, and a Board of Directors.

In 2009, the Alliance Française de San Diego opened its first physical location on Lusk Boulevard in Sorrento Valley under the leadership of Anne-Laure Le Révérend, with His Eminence, Ambassador Pierre Vimont, and David Martignon, Consul General of France in Los Angeles. In September 2022, we had to close this facility for multiple reasons, including new ownership who wanted to destroy the building.





Our board

Five Francophones and Francophiles serve on the board. Two new members have recently joined, replacing two who left. Their goal is to engage the community and spark interest in our cultural and educational mission.

Our admin staff

Julie Ripoll, Executive Director; Amélie Chappaz, Educational Director; Laurence de Valmy, cultural coordinator; and Perrine Dellicour, certification coordinator, are part of the administrative team. They are all part-time and promote our mission by developing programs that fit the needs of our community at large.



Our teachers

Our teachers all work part-time at the Alliance as they have other jobs in universities or schools. We have a team of 18 teachers. They are native speakers, francophones, or close to native speakers, and all are certified to teach French as a second language (FLE Français Langue Etrangère).

Our teachers

All our teachers are highly qualified and motivated, primarily natives of Francophone countries or near-native speakers, with qualifications ranging from DAEFLE to master's degrees in French. Two teachers, without FLE diplomas, specialize in thematic classes, such as art or cooking, as they are Francophone and experts in their respective fields.



Our school in numbers

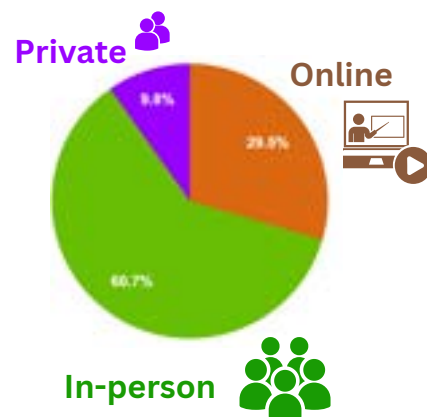
% of hours by level



% of students by level



% by type of class



Reviews*

My son very much enjoyed the summer camp provided by Alliance Française. He is new to the French language and they were very accommodating at meeting him at his level. It was exciting for us and rewarding for him to describe the new words he learned each day. The fun activities were a special bonus!

We look forward to the next program with Alliance Française of San Diego.

4.9 ★★★★★

I absolutely love learning French at the Alliance Française de San Diego. In less than 1 year my French has improved significantly. My teachers are very supportive, and not only teach you the language but also the culture.

My son has been taking classes for 3 years now. We started with them so he could keep up his French after attending a French immersion school through elementary as his middle school had no language classes. It has been such a great resource for him. Highly recommend.

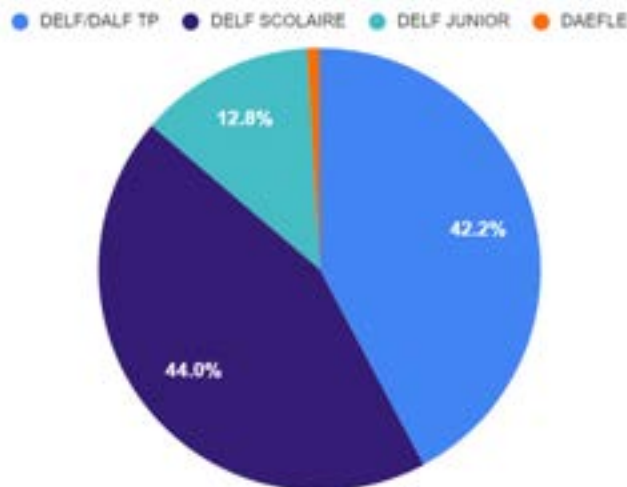


Now that we have a dedicated teacher, Perrine Dellicour, handling the certification coordination, we were able to offer four sessions of DELF/DALF (Scolaire, Junior, and two for adults) compared to three last year, as well as one DAEFLE session.

Once again, we hosted our DELF Scolaire at the Language Academy, a public dual immersion school, in partnership with the Alliance Française de Pasadena.



We handled 103 certifications: an increase of 50 % vs 2022
Repartition of type of certifications

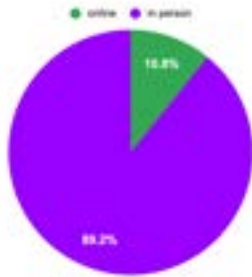


Culture and Events



In 2023, the AFSD organized 69 events, nearly the same number as in 2022. However, these events attracted 1,515 attendees, almost triple the participation of the previous year. The events included the French Film Club, hikes, the Book Club, Art Talks, the San Diego French Film Festival, La Soirée Francophone, La Nuit des Idées, and many more. Additionally, 23 online events offered by the Fédération des Alliances Françaises USA were attended by 113 guests, expanding the virtual offerings available to our community. To support these efforts, the cultural coordinator was given additional hours.

A higher interest for in-person events



90% of our guests attended in-person events. Online events include lectures organized by the Federation des Alliances Françaises USA.

69 cultural and social events organized by the AFSD attended by 1515 guests



Culture and Events



Over three days, from June 11 to June 13, 339 people joined us at The Lot in La Jolla.

On June 11, 183 attendees came for the opening, featuring the U.S. premiere of “The Astronaut”, directed by Nicolas Giraud. The following days were sold out with screenings of “Le Plongeur”, directed by Francis Leclerc, and “Mascarade”, directed by Nicolas Bedos. A selection of short films in partnership with the Nikon Film Festival was presented.



The Festival in the news (selected outlets)



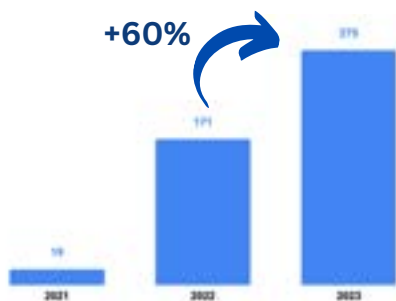
Our community continues to grow, increasing from 171 members in December 2022 to 275 in December 2023.

The website attracted 14K unique visitors for a reach of 23K. On social media, we connected with more than 8.5K + followers* for 60 K+ points of contacts through different platforms. We reactivated the Youtube channel, and reached 1.1 K views. The newsletter increased both in reach and attractiveness.



Google Reviews are now at 4,9 stars 

+60% of members for 2023, following a high increase in 2022



Repartition by type of membership



Traffic

23 K

Unique Visitors

14 K

Reach by platforms

FB / IG for AFSD

37K

FB / IG for SDFFF

22K

Youtube

1.1K

Newsletter subscribers

Opening rate

+7%

Subscribers

+16%

Our members can have access to:

- French classes;
- Unlimited access to the AFSD Library and to Culturethèque, your French e-Library;
- Free admission to many events, such as the book club, hikes, and online lectures;
- Reduced price to all cultural and social events organized or sponsored by the AFSD;
- Connection to the Francophone and Francophile communities through our monthly e-newsletter;
- Special discounts from selected local sponsors and partners.

Your membership helps the AFSD promote the French language and francophone cultures in San Diego.





The net income is positive, and we plan to open a new facility in San Diego despite the increased rent costs in the area.

We are also able to set aside some funds as a reserve for the cost that may happen when we open a new school.

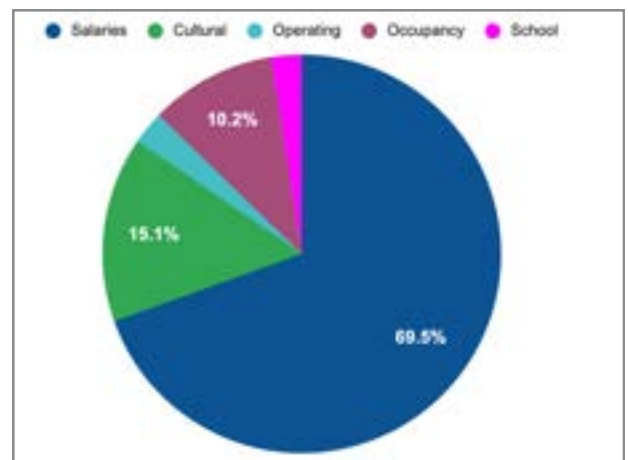
Repartition of revenue by sources



Total revenue was \$314,229, representing a net increase of 50.11% compared to 2022.

Classes were the primary source of revenue, accounting for 71%, followed by fundraising and events, which contributed 11% and 10% of the AFSD's income, respectively.

Repartition of expenses by sources



Total expenses amounted to \$264,654, largely due to offering more classes and experiencing higher attendance at our events. This represents a 28.63% increase compared to 2022. Our occupancy expenses are significantly lower since we closed our facility and plan to reopen a new one in 2024. In the meantime, we are renting spaces for classes in various locations.

Donors and Partners Acknowledgement



In November 2023, we ran a campaign for our Annual Fund and exceeded our goal of raising \$5,000, receiving 29 donations totaling \$5,397 through Zeffy, a platform that doesn't charge fees on donations. Any donation counts; no amount is too little, and your generous contributions provide extra resources for our small non-profit organization.

We now have more sponsors who can gain visibility through our San Diego French Film Festival platform or on our Alliance Française de San Diego website.

I extend my heartfelt thanks to everyone for their enduring generosity.

Merci à tous pour votre soutien et générosité !

Donors

\$2,500 and up

Anonymous

\$1,000 to \$2,499

Anonymous

Anonymous

\$500 to \$999

Anonymous

\$250 to \$499

Elisabeth Bergman

Amélie and David Chappaz

Rita Feghali

Anne-Laure Le Reverend

Patricia and Joel Martin

Véronique et Soheil Rahmati

\$100 to \$249

Daniel Brennan

Lili and Xavier Cany

Xavier Coulomb

Jennifer and Jean-Louis Gaul

Rolando X Gutiérrez

Diane Hamacher

Rodney Lafaye

Catherine Moore

John Seale

Claudine Stone

Hans J and Linda Witt

Up to \$99

Fabrice and Nuvia Hoerner

Diana Nassar

Donors and Partners Acknowledgement



Dons en nature / In-Kind donations

Le Caramel, Clotilde French Bookstore, Eurofood

Companies

Boeing, Qualcomm

Community Partners

The House of France, The Language Academy of San Diego, The San Diego French American Chamber of Commerce, Solana Beach Eco Rotary Club, The Lycée Français de San Diego.

Sponsors and partners



Volunteers in 2023*

Marion Addo, Estela Baptista, Catherine Bellier, Amélie Catheline, Amélie Chappaz, Elisabeth Bergman, Mathilde Epstein, Jennifer Gaul, Yesenia Gonzales, Mathilde Guibert, Solana Herold, Cameron Lupton, Kenan Mammadov, Leah Mc Tavish, Sylvie Notolli, Ingrid Pasco, Olivier Pasco, Veronique Ricatte, Julie Ripoll, Laurence de Valmy, Lilou Vega, Jean-Baptiste Vidon, Thomas Vidon, Elisabeth Swift.

With your support, we can maintain a high standard of service. Merci encore.

af Alliance Française San Diego

in 2023

Board members

Xavier Coulomb President

Rodney Lafaye Treasurer

Veronique Rahmati, Secretary of the Board

Anne-Laure Le Reverend

Rita Feghali

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Teachers

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Carrie Blanton, Benedicte Bonaventure, Amélie
Chappaz, Liil Chow Cany, Senami Craft, Frank Finch,
Valérie Guitton, Laurence de Valmy, Garance Gay, Layla
Ghalié, Christelle Losat, Jean-Louis Morhange, Éva
Rodriguez, Claudine Stone.



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