



2019

EXECUTIVE DIRECTOR REPORT

af Alliance Française
Mpls/St Paul
where french culture meets the twin cities

2020 GOALS *results as of May 31, 2020*

- ✓ Grow earned income by 5% over projected 2019 revenue
Total income decreased by 1.3% over last year
- ✓ Increase Language Instruction Revenue by 5%
Language instruction revenue increased by 1%
- ✓ Increase Development Revenue by 4%
Development revenue decreased by 30% due to gala ticket sales & sponsorship but expenses also decreased due to online format
- ✓ Increase Cultural Programs Revenue by 6%
Cultural Programs revenue decreased by 55% due to online events due to the pandemic & Bastille Day 2020 sponsorship and format

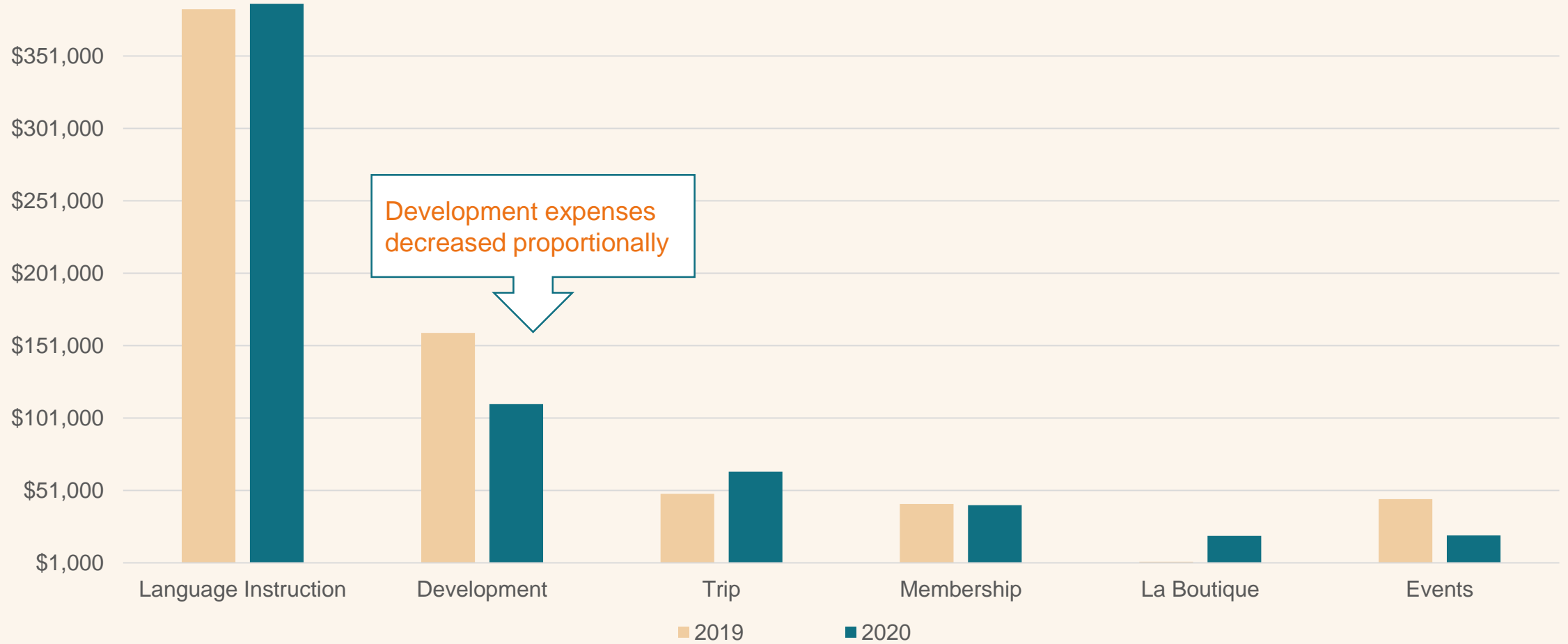


2020 GOALS CONTINUED

- ✓ Increase Membership to 1250
As of June 15, 2020, AFMSP has 1,073 members, a 3% increase
- ✓ Expand French Corner bookstore into larger Gift Shop, increase revenue to \$3000 net
La Boutique launched in September 2019, net revenue over \$2,000 so far this year which includes \$5,000 in startup expenses
- ✓ Plan a trip to Morocco in January 2020
16 participants traveled to Morocco, net revenue of \$12,600

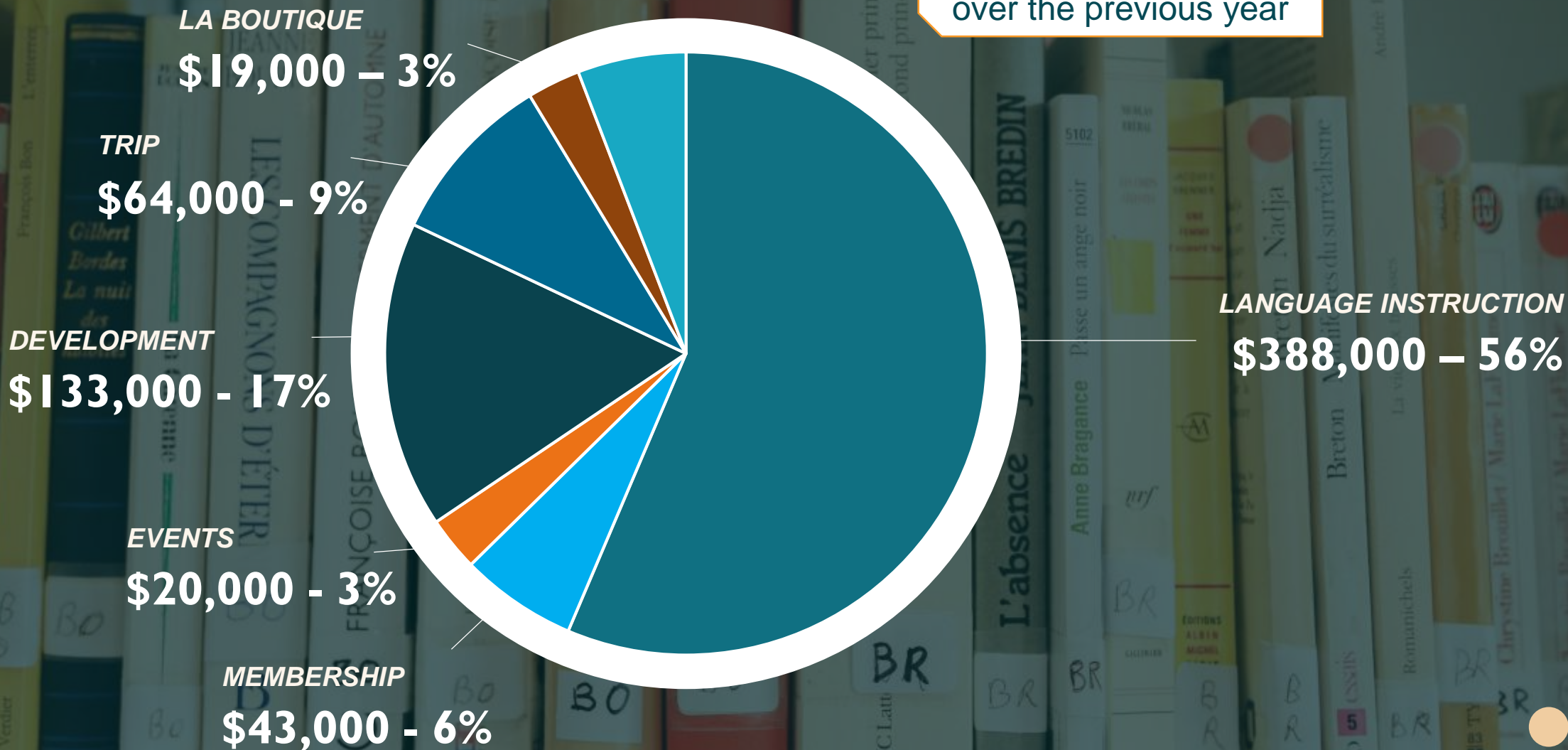


2019 versus 2020

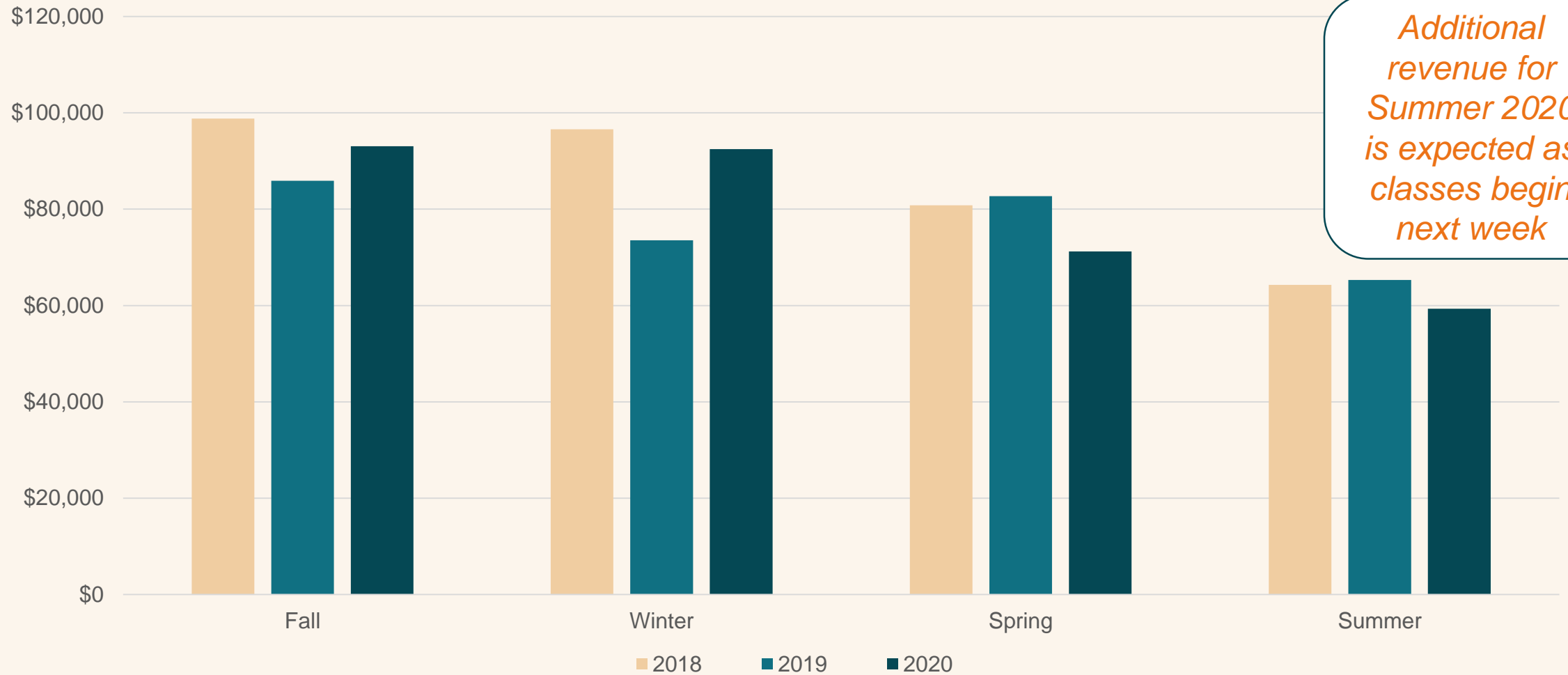


REVENUE SOURCES

Total revenue decreased by 1.3% over the previous year

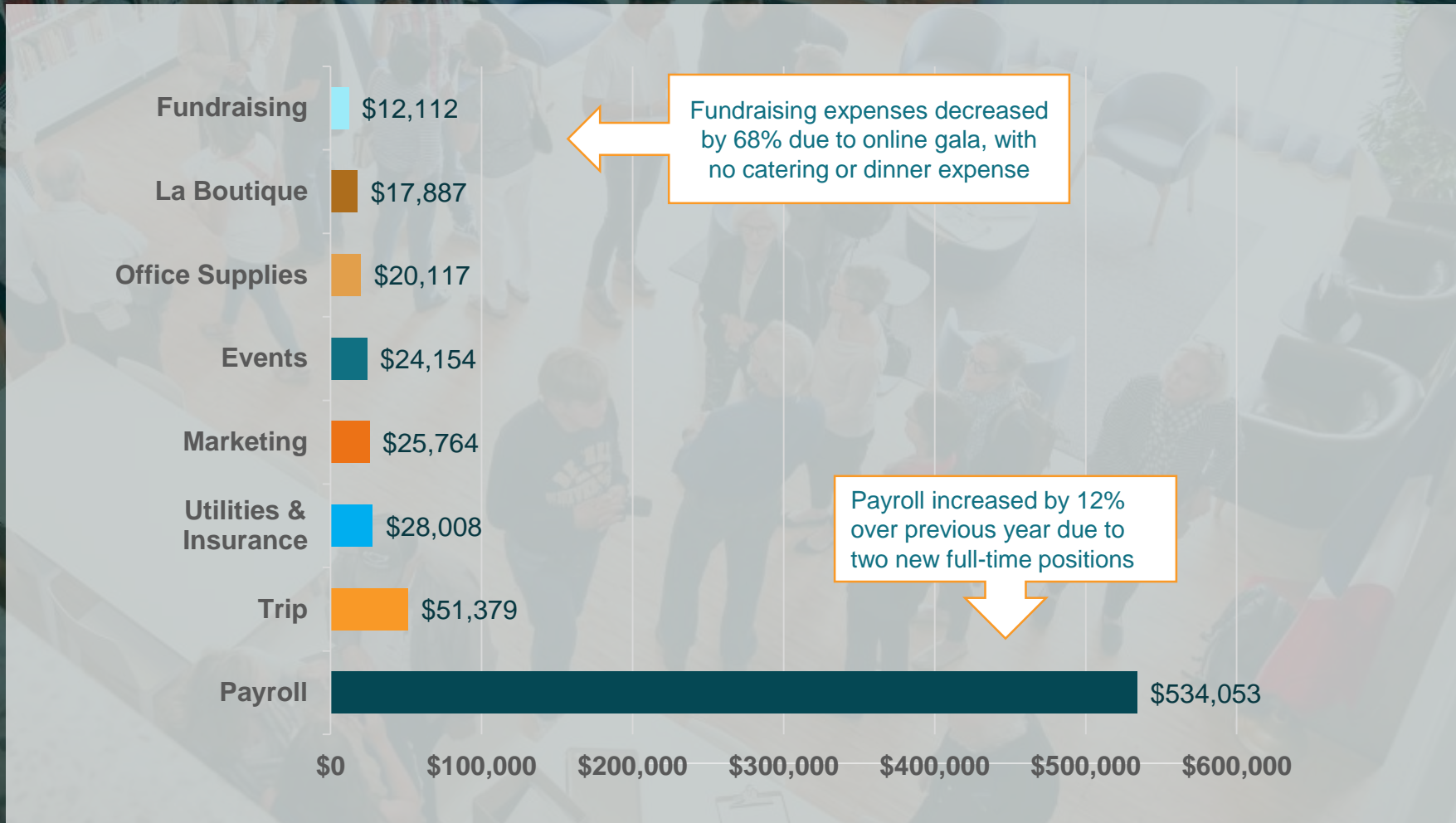


LANGUAGE INSTRUCTION TRENDS



EXPENSES

Total expense increased by 7% over the previous year



MEMBERSHIP & ITS BENEFITS

1,073

*AFMSP
members*

246

*Materials borrowed
from the library &
film collections*

21%

*of AFMSP
members have a
Culturethèque
account*

2/3

*AFMSP members
take classes*



CULTURAL EVENTS



5,083
attendees

188
events

- **Bastille Day 2019 welcomed 2,500 attendees in downtown St Paul**
- **Largest Fête d'Hiver in AF history, 160 guests in our new home**
- **456 students from 4 local schools attended Festinema**
- ***Mois de la Francophonie 2020* celebrated Cameroon, with a series of events both in person and online attended by 84 people**

DEVELOPMENT



Annual Fund

Total raised to date \$47,176, a 33% increase over 2019



Fall Fashion Brunch

Net revenue of \$1500, a 50% increase over 2019



Gala

Net revenue \$39,522



LA BOUTIQUE

Grand merci à Brenna Mosser pour toute son aide! Merci aussi à Tami Roth et tous nos volontaires.

Opened September 2019

Total sales as of June 10, 2020 : \$19,641

Total expenses as of June 10, 2020: \$17,887

Without startup expenses of \$5,200, La Boutique would have net revenue of nearly \$7,000 in its first year of operation



**Un grand merci à
Karen, Suzan, Carolee
& Martine**

For your service on our Board of Directors





Karen Zentner Bacig





Suzan Grovender





Carolee Lindsey



Martine Sauret



NOUS NOUS SOUVENONS



Hélène Peters



Jim Gesell



Marie-Rose Adams





SCHOLARSHIP



PRESENTATION OF THE 2020 SCHOLARSHIP WINNERS

Alix Lewis-Sadrant, Education Director



2020-2021 SCHOLARSHIP WINNERS

Lily Andersen

11th grade

South High School

Solei Carlson

10th grade

Como Park High School

Catherine Larson

9th grade

Math and Science Academy

“My extended family also speaks French. I like being able to talk with them in French! I have made some of my best high school memories in my French class.”

“Learning French will increase my critical thinking skills, creativity, language arts and communication skills, and my knowledge of the world around me.”

“My love for French is hard to describe, it just always brings me joy! My life goal as a career is to work for the United States Embassy or the United Nations, so learning French is also important.”



2020-2021 SCHOLARSHIP WINNERS *bis*

Danna Lozano

10th grade

Thomas Edison High School

Claire Schoonmaker

11th grader

North St Paul High School

Arabella Velleux

10th grade

Avalon School

“French is a language that challenges me and that makes me enjoy it more.”

“With the AF scholarship, I will be able to continue my French studies after I’ve exhausted all high school options, and it will advance my plans for language-learning after high school (plans to major in Linguistics in college and has started studying Arabic).”

“Over the past few months, I have been volunteering at The Advocates from Human Rights. One day a young man came in, I came to the conclusion he was a French speaker, prompting me to say “Tu parles français? Suddenly, he seemed to feel understood. I want to continue to make others in our community feel more accepted.”



Merci et à bientôt!

Suivez-nous sur Facebook, Instagram, et afmsp.org



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