



Alliance Française
Seattle

2020 FUNDRAISING CAMPAIGN

Giving Tuesday

November 10 - December 10, 2020

One month
of giving with
AFSeattle

#togetherwegive

GIVING
TUESDAY



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Seattle

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Dear Friends, Members, and Supporters:

Since March 2020, we have gone through a historical turning point. Our lifestyles have undergone major transformations, and the notion of community has changed significantly. The old meeting places—classrooms and event rooms, offices, cinemas, and cafes—have had to reinvent themselves in entirely virtual environments.

In the context of the pandemic, AFSeattle switched all its activities online in six days, without interruption of service, thus becoming the first completely virtual Alliance in North and South America. Since March 2020, we have been working to design online courses at the cutting edge of technology and new virtual teaching and learning methodologies. We have strived to cap our classes at six learners, and we have invested in new technologies and online resources for our learners and our instructors.

AFSeattle ranked 8th among 106 Alliances Françaises in the USA in 2020 based on sold hours of French courses, while in 2019, it was 15th. This important gain is just one of the measures of the adaptability and excellence of our team in this virtual environment.

More than ever, it seemed important to us to maintain a constant presence in the cultural and community events areas, as well as online communications. By the end of 2021, we will have organized 350 online group courses for youth, adults, and corporate learners, and have sold over 180 private and semi-private course packages (in 2020, we had 330 online group and private courses). While in 2020 we hosted 95 online events, by the end of 2021, we will be able to count more than 130.

All of this has been possible thanks to the extraordinary support of our members, learners, personnel, and donors. A big thank you to all of you for your friendship and commitment, your trust and generosity!

As a 501(c)3 non-profit organization, we count on different sources of income to support our mission. In addition to the tuition and the membership fees, the annual fundraising campaign represents an important source in financing part of our programs. Thank you for having joined the One-Month-Of-Giving-With-AFSeattle movement in 2020, and we are grateful for your renewed support in 2021.

With gratitude, on behalf of AFSeattle,

Robert Baldino, President of the Board of Directors
Alexandra Dorca, Executive Director

THANK YOU

ONE MONTH OF GIVING WITH AFSEATTLE DONORS

Michelle Anway | Maryse & Robert Baldino | Otilia & Tudor Baraboi | Joanna & David Beitel | Nicole Bettinger | Claudia & Peter Biernacki | Chris Brown | Monica Brown | Hailey Burgess | Elaine Chisholm | Sue Coriden | Alexandra Dorca & Richard Pavy | Bettina Dordoni-Willson | Daryl Ducharme | Marylinn Endriss | Olivier Fontana | Cynthia Garlough | Clathel & William Goodwin | Isabelle Gouni | Barbara Greiner | Sarah Halsey | Nathalie Hamel | Joan Harkins | Eric Hohman | Sharon Howard | Kristy Huffman | Joan Huffles | Matthew Keifer | Judith Klayman | Richard Kobylka | Lawrence Lardner | Linda LeResche & Michael Von Korff | Patrick Mauro | Lee-Lee Miao | Lauren Ransford | Bronwen Raymer | Jessica Reading | Michael Sobel | William Turley | Frederic Vimeux | Julie Wade | Stuart Webber | Sally & Richard Wolf | Duane Wright

OTHER DONATIONS IN 2020

Julia Adams | Natalie Bicknell | Laura Caster | Heathere Cericola | Elaine Chisholm | Bettina Dordoni-Willson | Daryl Ducharme | Andrew Grissom | John Hart | Rocio Heony | Camille Lainé-Poly | Montserrat Linkletter | Laura Loge | Larry Luksan | Donna MacKenzie | Quinn MacKenzie | Lee-Lee Miao | Diane Moore | Chris Owens | Terri Pointer | Kate Rogers | Sally Wolf

2020 CORPORATE MATCHING PROGRAMS OR GRANTS

Bill & Melinda Gates Foundation | Google | Microsoft | McKinstry Charitable

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1 *Educational Programs & Scholarships*

Amount allocated: \$5,000 (30.8% of the #OneMonthOfGivingWithAFSeattle 2020 Campaign)

During the 2021 online school year, we continued to invest in equipment updates and in interactive and engaging online programs, purchasing additional pedagogical resources (Frello, Les Zexperts, Hachette and Maison des Langues modules for teachers).

Thanks to our dedicated educational coordinators, we continued to enhance our online adult and youth programs, including the reinforcement of the placement test policies.

In 2021, AFSeattle granted four scholarships and donated programs to two educational 501(c)3 non-profits in Seattle.

2 *Operational Costs*

Amount allocated: \$5,000 (30.8% of of the #OneMonthOfGivingWithAFSeattle 2020 Campaign)

As our programs have been 100% online since March 2020, we continued supporting our team who was working from home with equipment and Internet expense reimbursements, all the while covering AFSeattle's fixed costs such as rent, insurance, and the regular business dues and taxes.

#OneMonthOfGivingWithAFSeattle 2020

3 Cultural & Community Programs

Amount allocated: \$6,262 (38% of the #OneMonthOfGivingWithAFSeattle 2020 Campaign)

We started 2021 with a very busy schedule, which included an incredible variety of cultural and community programs—the series of talks *Les Rencontres de l'Alliance*, weekly *Ciné-salons* and *Morning Coffee in French*, and bimonthly *Happy Hours*. In addition to these signature events launched in 2020, in 2021, we hosted *Les Histoires de Sophie* (story time in French by one of our learner members), a cooking club, and a series of *Dictées*.

We are thrilled to have had the chance to interview a record number of authors in 2021—Scott Dominic Carpenter (*French Like Moi: A Midwesterner in Paris*), Pamela Druckerman (*Paris by Phone*), Susan Herman Loomis (*Plat du jour*), and Leïla Slimani (*In the Country of Others*)—the latter with a record attendance of 98 persons.

In March, AFSeattle curated its most diverse Month of the Francophonie program ever, with 17 events, including authors' discussions, francophone movies, dictées, and talks with the Consul General of France in San Francisco, the Délégué du Québec à Los Angeles, and Thierry Rautureau, the Chef in the Hat and vice president of AFSeattle's Board of Directors.

In May, for Europe Day, we renewed our partnership with the Goethe Pop Up in Seattle for a #EuropeDayBakeOffSeattle workshop with German bakery Kaffeeklatsch and French bakery and AFSeattle's corporate member La Parisienne.

For Music Day, we released on our YouTube channel a pre-recorded musical program performed by local pianist/composer Steven Luksan and flutist Cassie Lear, who interpreted pieces by Cécile Chaminade, Gabriel Fauré, Benjamin Godard, Claude Debussy, Adrien Barthe, Augusta Holmès, and Steven Luksan.



Les Rencontres
Culturelles de l'Alliance
La Rencontre Littéraire



CONVERSATION
AVEC

*Leïla
Slimani*



Virtual event in partnership with
Elliott Bay Book Company



Friday, August 13th
11AM PST

#OneMonthOfGivingWithAFSeattle 2020

**LOOKING BACK:
ONE YEAR ONLINE**
at the Alliance Française de Seattle

Share a personal reflection on **#oneyearonline**

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Saturday, June 26
@ 10am PST

PLAT DU JOUR
FRENCH DINNERS MADE EASY

SUSAN HERRMANN LOOMIS

Plat du Jour:
Online Discussion with Susan Herrmann Loomis

In collaboration with Elliott Bay Book Company

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MARCH 1-31, 2021

Mois de la Francophonie

Dictée immersive dans le monde de Colette

May 26 - 4pm

Online Ciné-Salon

Discuss the best of French-language cinema

PROD.NO.		
SCENE	TAKE	RC
DATE	SOUND	
PROD.CO		
DIRECTOR		
CAMERA		

FRIDAYS | 3PM

WEDNESDAYS | 4PM

Les Histoires de Sophie

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Morning Coffee in French

Online community event

WEDNESDAYS | 8:45-9:15 AM

Scott Carpenter

Aimmie Shaw

For a consecutive year, we are taking part in Giving Tuesday, raising funds for our 2022 programs. Thank you for joining the movement with us!