



Alliance Française  
*Seattle*

# 2022 FUNDRAISING REPORT

ALLIANCE FRANÇAISE DE SEATTLE



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## A few words on 2022...

Dear Friends, Members, and Supporters:

What a year for the Alliance Française de Seattle and its community! We started transitioning back to in-person learning and on-site events, returning to our historic brick-and-mortar location at the Good Shepherd Center; we discovered how to navigate a post-Covid world and fluctuating societal habits; we bid goodbye to AFSeattle's exceptional former director Alexandra Dorca, and entered an exciting development phase under new leadership. And in the midst of all these changes, we also celebrated the 35th anniversary of AFSeattle.

2022 brought thrilling challenges, with our return on-site for our staff and several of our instructors. We continued to offer a large quantity of online courses and programs, in response to our students' demand. In parallel, we slowly launched back into in-person events and proposed a well-rounded variety of programs accommodating our community's needs.

We are proud to rank 7th among 106 Alliance Françaises in the USA in 2021, based on sold hours of French classes, continuing a steady growth since 2020. With your support, we will continue to thrive for excellence, adapt to changing situations and improve.

By the end of 2022, we will have accumulated 348 courses for youth, adults and corporate learners (90% online and 10% onsite), and have sold 149 private and semi-private courses. (In 2021, we counted 350 group classes and 180 private courses.) In 2021 we hosted 130 virtual events, while in 2022, we organized 83 events online and 8 events in person.

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. Our annual fundraising actions represent an important source in financing our programs.

With gratitude, on behalf of AFSeattle,

Otilia Baraboi, Executive Director

Robert Baldino, President of the Board of Directors

# THANK YOU!

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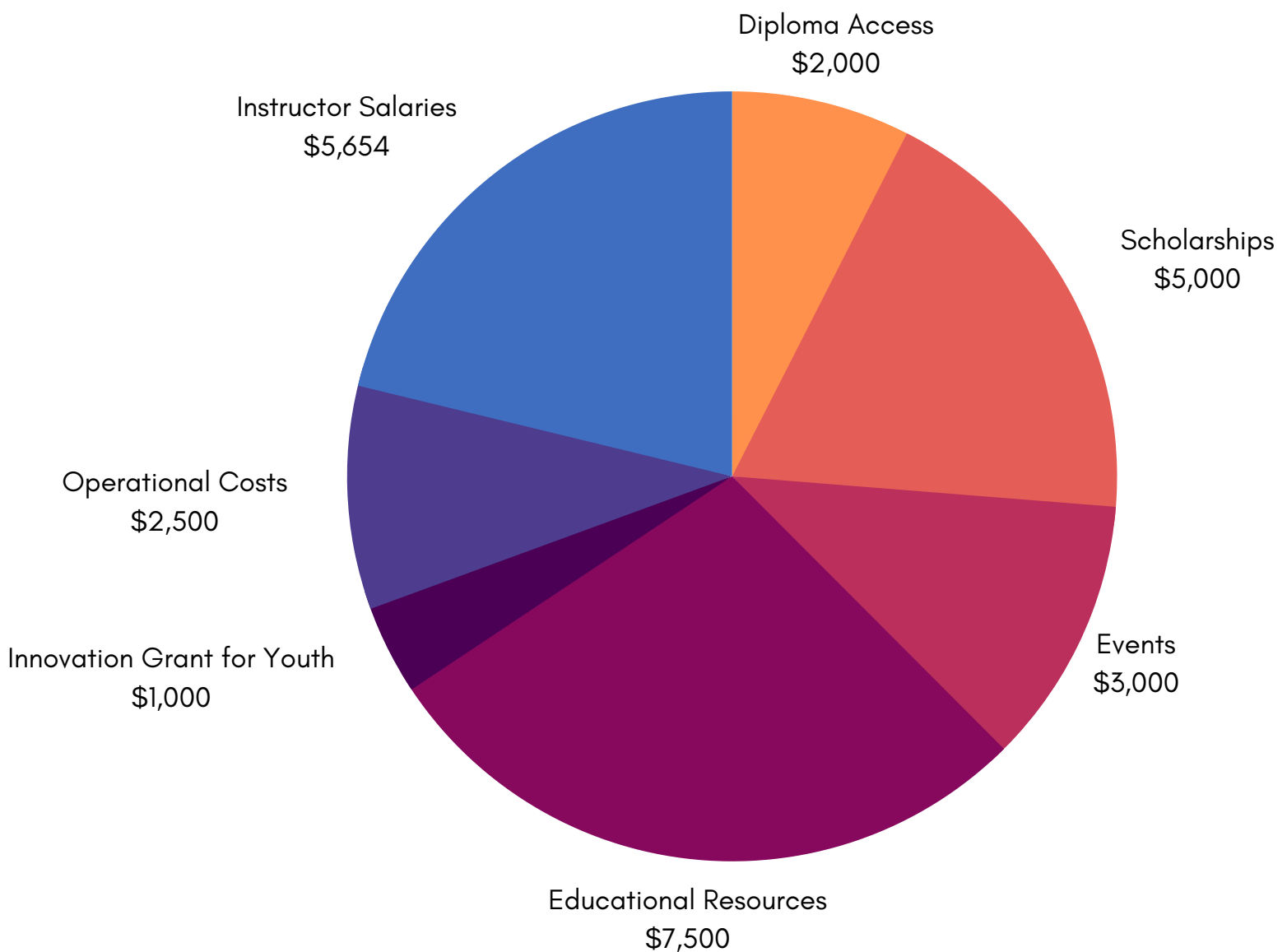
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# Fundraising Results

In 2022, we raised **\$26,654** thanks to all of you!

84% of these funds (\$21,920) were raised during our annual fundraising campaign **One Month of Giving with AFSeattle.**

Here is how we will allocate the raised funds in 2023:



# Allocations in 2023

## **Scholarships: \$5,000**

In 2023, we will focus our scholarship program on access to French language classes for our Youth and Teens. With this amount, we could offer up to 20 partial scholarships for Youth classes and up to 10 partial scholarships for Adult classes.

## **Diploma Access: \$2,000**

In addition to scholarships, AFSeattle will sponsor several tests and diplomas on a financial needs basis in 2023: 10 DELF/DALF, DELF Prim or DELF Junior diplomas; and 20 STAMP (Avant) tests for the Global Seal of Bilingualism (onsite and remote proctored exams).

## **Educational Programs: \$7,500**

We are the first AF in the US using the blended learning FLE platform Frello. A 1-year subscription will provide original and authentic materials in our on-site and online classes, reduce preparation time for our teachers and provide engaging original materials to all our students.

## **Events: \$3,000**

These funds will allow us to continue our free cultural & community programs (Ciné-salon, Morning Coffee in French, Happy Hour in French, talks & meetings with authors) by covering salaries and technology costs, as well as logistical costs for in-person events.

## **Operations: \$2,500**

The Alliance Française de Seattle will continue to cover the expenses of remote work for its employees (fast speed internet, technology tools, teaching resources) in addition to its regular operational costs (rent, insurance, office expenses, etc.).

## **Instructors' Salaries: \$5,654**

Allowing us to offer competitive salaries to our highly qualified instructors, while keeping tuition affordable for more students. Although we have had to raise our tuition in 2023 due to high inflation rates, we are now building the foundation of longterm strategic fundraising, in order to keep tuition costs from increasing in the future. With your help, we stay committed to creating an inclusive learning and working environment!

## **Innovation Grant for Youth: \$1,000**

Thanks to a generous gift, this new grant provides seed funding to kickstart innovative projects exploring and encouraging French and bilingual education. To promote youth leadership, these activities will be conceptualized and executed by our youth students. In 2023, our first innovation grant recipient is Sophie Biernacki, who is working on creating Seattle's first Little Library in French in our Wallingford neighborhood.



# AFSeattle's 35th anniversary

