# AllianceFrançaise

Los Angeles's French cultural and learning center dedicated to the study of French language, cultural exchange and friendship between Americans and French speaking

# Did you know? Le saviez-vous?

# The Alliance Française de Los Angeles

is part of an international network of over 820 Alliances worldwide. We are the largest French Language School in Los Angeles.

There are 117 Alliances in the US alone. We are an independently financed 501(c)(3) not for profit institution and raise 40% of annual operating budget each year through donations.

Although we enjoy an affiliation with the Alliance Française Delegation and good relationships with all the French speaking consulates and delegations, we receive no direct financial aid from the French government or the Alliance Française in Paris.

#### **Our Mission**

Our mission is to be Los Angeles's center of French language and French speaking cultures— to promote exchange, understanding, and friendship between Americans and French speaking people— including those from Europe, Canada, Africa, the Caribbean and the Middle East—a world of 220 million French speakers. Through study of another language and its associated cultures, we help to develop a global view of the world.

# 3,000 students annually

The Alliance Française of Los Angeles offers 300 class enrollments for each of our five class sessions. We are located in Century City, in the building of the French Consulate of Los Angeles, two blocks west of the Century City Shopping Center.

#### French classes at all levels, for all ages

We offer French classes at all levels, for all age groups for children, teens and adults. Our audience ranges in age from 3 to 85 and includes those from all groups and cultures in the city of Los Angeles area. Classes are taught in general French at all levels, from beginner to advanced, with specialty courses given in French for business, French for travelers, Literature, current events and French cinema.

#### **AF Kids**

Our Kids center offers classes and activities for kids from 2 years up through teens. Each year, we offer 8 weeks of Summer Camp for ages 5 to 18. We have specially trained teachers who are experts in early childhood French as a second language. We offer AP tutoring year round. Research has shown that those children exposed to another language at an early age, develop stronger rational skills. Our young students come backgrounds, some with dual nationality parents, but most with parents strongly interested in the best all-around education for their children.

#### Apres l'ecole

Launched in Januarry 2015, our After School program is open Monday to Thursday from 3:00 - 6:00 pm and offers homework help, tutoring, language and cultural immersion to kids and teens from both French Day Schools and American public and private schools. Registration is available daily or weekly.

### A commitment to quality and an innovative approach

Our instructors are native speakers specially certified in teaching French as a second language, using the latest proven methods, so that learning outcomes are positive and measurable. This is a unique method that is not found in most universities and schools in the United States. Classes are offered in the daytime, evening and on Saturdays. We also offer off-site corporate classes as well as private lessons.

#### **Cultural programs**

Our programs range from talks by well-known authors to lectures, events celebrating French speaking countries every March, cooking classes and demonstrations, food and wine tastings, book club, and our Ciné -club film series. We offer conversation groups that meet regularly on a variety of topics, including literature, poetry and theatre.

#### Our partner institutions include:

Consulate of France and Cultural Services of the French Consulate in Los Angeles Consulate of Switzerland Consulate of Belgium Consulate of Lebanon Centre de la Francophonie des Amériques Délégation du Québec UCLA Department of French & Francophone Studies USC Department of French & Italian Studies Lycée Français de Los Angeles Lycée International de Los Angeles

# USA LOS ANGELES

#### Médiathèque / Library

Our library offers French books for both adults and children. Our mission is to provide Alliance Française Members with a dynamic collection of quality materials. Become an Alliance Française Member and enjoy full access to the library's collection, a self-learning center for students of French, and a dedicated space just for kids. We have a wide selection of books, from classics and nonfiction to the latest bestsellers. Research has shown that those children exposed to another language at an early age, develop stronger rational skills. Our young students come backgrounds, some with dual nationality parents, but most with parents strongly interested in the best all-around education for their children. The library is dedicated to give a broad view of French and Francophone culture and civilization with a large selection of periodicals, catalogues and reference books and includes materials on history, literature, civilization, and social sciences about France and other French speaking countries.

#### **ESPACE ENFANTS**

A special place for children and parents, our "espace enfants" is located in a cozy corner of the Alliance Française. Here you will find a collection of books for children of all ages to read in French. A great place to relax with your child and read a book or watch TiVi5 or TV5 Monde. Our materials are carefully selected to suit a wide variety of tastes and subjects. Books are color coded by classification and broken down by age for easy access and available for loan to students and members. Donations of gently used Children's books are always a welcome addition to our library; to donate, please e-mail admin@afdela.org

#### CULTURETEQUE

The online E-library is now part of your Alliance Francaise memberrship. Enjoy 24/7 access from your personal computer, tablet, or smart phone. Access your favorite magazines as they hit newsstands. View concerts and shows, listen to lectures, introduce children to cultural materials, read e-books and comics, and take advantage of language-learning materials tailored to your needs.

• Over 400 magazines, 1,000 books, 200 comics, 300 videos and 370 learning materials.

# Our sponsors include:

The French Film Festival
Consulate General of France in Los Angeles
Cultural Services of the French Consulate in Los Angeles
Institut Français
Theatre Raymond Kabbaz
TV5 Monde
KCRW
Wines of the World
AAA Food Sources
Heritage Fine Wines
City of Los Angeles Sister Cities Program
Saks Fifth Ave
Air Tahiti Nui

#### Program highlights from past 12 months

Prix Alliance Française de Los Angeles awarded to Ambassador Charles H. Rivkin

2015 marked the third consecutive year that Alliance Française has participated in The French Film Festival, COLCOA as a "Platinum Sponsor". Being both a Cultural Center and the largest French Language School in Los Angeles, our partnership with COLCOA and Hollywood is only natural. We took the opportunity of this Festival to announce the creation of the Prix Alliance Française Los Angeles, awarded each year to an American personality who is a "Friend of the French Language and Culture". Ambassador Charles H. Rivkin is the current Assistant Secretary of State for Economic and Business Affairs in Washington. Prior to his current appointment, Ambassador Rivkin served for more than four years as the United States Ambassador to France and Monaco.

#### LA NUI LITTERAIRE April 29, 2015

A Literary Night took place at Alliance Française, an event organized by the association *La Plume du Paon* and dedicated to reading aloud, to the audiobook and to the creative "made in France" work. Different readings from some of the leading figures of "the French Touch" in different fields of creative work (literature, performing arts, cinema, visual arts etc.) were organized by Christophe Rioux.

# CONFERENCE WITH TV5MONDE JOURNALIST February 5, 2015

The way that the French media and especially TV5MONDE, the international French-language channel, cover conflicts in the Middle East is interesting to everyone. Indeed, because of its dense relationships with various stakeholders, relationships that sometimes date back to the Middle Ages, France has a moral and intellectual influence that has never wavered. Faced with these passionate conflicts, journalists must be both well educated in the history of the region, open to contrasting views of each other and anxious to report facts accurately and objectively. Reporter and columnist for TV5 MONDE, Slimane Zeghidour has covered these conflicts for twenty-five years. He has an intimate knowledge of these people, their languages and the rivalries and fears that tear them apart, as well as their identical thirst for peace.

#### MARC LEVY & CELHIA DE LAVARENE October 14, 2014

In partnership with UCLA French Department, Alliance Française presented a conference moderated by Guillaume Serina, Journalist & Founder of France USA Media. The event "Two stories, two different writing styles, two different literary experiences towards on common purpose" was held at the Young Research Library at UCLA. The conference featured Marc Levy, best selling author and Celhia de Lavarene, journalist, author and founder of Stop Trafficking of People was followed by a Q&A and cocktail reception with the authors.

# **Support Alliance Française**

Your support will play a direct and key role in the promotion of French culture in Los Angeles. Your organization will contribute to and facilitate the development of rich educational programs for adults and children. All donations to AFdeLA are tax deductible. In addition, our sponsors can extend cultural and educational benefits to all of their employees through complimentary membership in Alliance Française. Strengthen your ties with LA's Francophile, French speaking and Internationally inclined community.

For more information, please contact Wendy Wilimovsky, Executive Director at (310) 652-0306 or <a href="wendy@afdela.org">wendy@afdela.org</a>

#### **Statistics**

The Alliance Française of Los Angeles is one of the largest Language centers in the nation. We have around 3000 students each year during five school sessions. We are constantly attracting new students - each sessions brings an average 10% increase in both students and members.

Our student population is diverse - 72% adults and 28% children (18 years and under). Higher income, the majority are young professionals (ages 25-40). 80% have traveled or plan to travel to a foreign country. 20% are non-native to the United States and 15% are families or relationships with one parent/partner native Francophile. We are extremely proud of our student retention rate with at least 70% of our student body enrolling for the following session.

We communicate regularly with more than 5000 individuals through bi-monthly newsletters and regular e-mail blasts. Our website has an average of 1000 visitors each month. The Alliance Française of Los Angeles is highly visible on all French Consulate of Los Angeles communications and websites, Facebook and monthly calendars.

Our audience at events and programs continues to grow, we produce an average of 50 event each year, both at Alliance Française and at partner institutions. This is a highly educated, globally minded and culturally active group of attendees with great interest in international relations and cultures.

