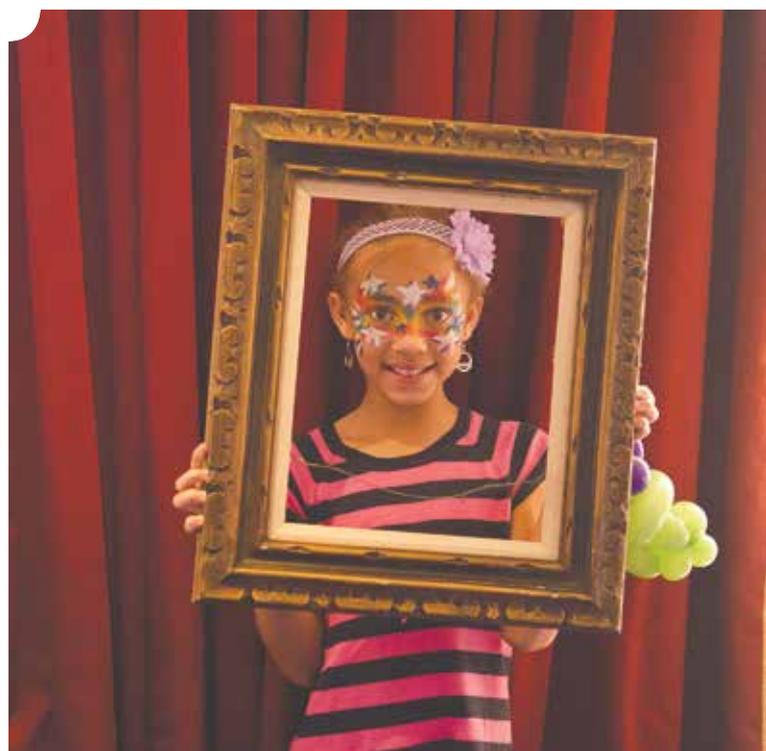


Vive l'Alliance!

LA CAMPAGNE CAPITALE | 2014-2016





Letter from the Honorary Chair

L'Étoile du Nord—Minnesota's state motto—is a French phrase meaning “Star of the North.” It was selected by Minnesota's first Governor, Henry Sibley, to honor the French Voyageur spirit and its cultural and economic impact on our state.

Over the past 150 years, Minnesota's connection to, and celebration of, French culture has remained strong, and has precipitated opportunities for economic growth in the modern global economy.

At the heart of this long-term relationship is Alliance Française Minneapolis/Saint Paul (AFMSP), a nearly 100 year old nonprofit focused on serving the Twin Cities community through the promotion and appreciation of French Language and French-speaking cultures from around the world. With over 1,300 members and thousands of others who have utilized AFMSP programs over the years, a high standard of programmatic and cultural excellence has been developed.

To continue AFMSP's vision to build a community of people passionate about francophone culture in all its global diversity, and remain Minnesota's destination for all things French, **AFMSP** is launching the *Vive l'Alliance! Campaign* to invest in its facility and infrastructure.

AFMSP's home at 113 First Street North in Minneapolis, which is on the registry of historic buildings, is in need of updating and renovations to ensure efficiency, accessibility, and expanded program space.

A successful campaign will ensure a strong, accessible, and sustainable organization for the next generation and beyond. I am proud to be a part of this effort for AFMSP and look forward to the next exciting phase in the organization's development.

Hubert Joly

Hubert Joly
President and Chief Executive Officer
Best Buy Co., Inc.



Mission

To serve our community by promoting the use and appreciation of French Language and cultures through language classes, cultural programs, social events and information resources.

Vision

To build a community of people passionate about francophone culture in all its global diversity, and want to become—through high-quality native language instruction along with authentic and exciting cultural activities and social events—the indispensable destination for all things French!

History

Alliance Française was first organized in Paris in 1883. The independent Minneapolis/Saint Paul chapter was founded in 1918, and is part of a network of 1,300 organizations found worldwide in more than 112 countries. AFMSP has grown in recent years to become one of the ten largest chapters in the United States with over 1,300 members.

In the mid-1970's, AFMSP expanded from cultural appreciation to include educational classes for children and adults, which ultimately led to the acquisition of the current location in Minneapolis' historic warehouse district in 1998. The new location provided opportunities for expanded programs for children, adults, and families, and enhanced the organization's prominence in the Twin Cities community, as well as its membership and program participation.

Today, AFMSP is poised to expand its role in the community, and is well-positioned to invest in its infrastructure for the future.

“ Alliance Française is a place where I can go to grow my mind, my culture, and my life.
-Lee D ”



Programs



“

Just this morning, my child was speaking French that she learned at camp—words I had not heard her speak before!

—A parent on our summer camps

”

Alliance Programs At Work

As a junior at Park Center High School, Lacy was enrolled in the International Baccalaureate program. Having completed French 5, she applied for and received a one-year scholarship to classes at Alliance Française.

As she began studying with us, Lacy's love for all things French blossomed. She joined our Teen Club, becoming its President, and joined one of our book clubs. Last spring, Lacy was awarded a scholarship to George Washington University, where she continues to pursue her passion for all things French and has been elected a Freshman Representative in the French Club.

Language Classes

- Instructors come from France and other French-speaking countries around the world and are trained in teaching French as a Foreign Language.
- Immersion is the AF philosophy for learning French—from the moment one walks through the door, *nous parlons français*.
- Students enjoy a simultaneous cultural and linguistic education with the ability to become members of a community of French-speakers and Francophiles.
- Class size is limited to 10 students for maximum results.

Youth Programs

Alliance Française offers classes and summer camps for children ages 18 months to 14 years, from beginner to advanced levels. Every year, over 550 children participate.

Corporate Programs

AFMSP provides on-site corporate programs for businesses across the Metro area—clients include the U.S. State Department, Polaris, Target Corporation, General Mills, and Aveda Corporation.



Cultural Connection

Alliance Française students benefit from clear learning objectives, effective preparation of exams and diplomas, and exclusive access to Culturethèque—a digital library featuring 1,000+ e-books in French, 400 French magazines, learning resources, videos, and comic books. AFMSP has the largest selection of French publications in the Twin Cities, as well as a library of hundreds of French films.

This role gained Lacy an invitation to the White House when French President Hollande visited President Obama in 2014.

At AFMSP we are thrilled to have helped nurture Lacy's passion for French culture to broaden her horizons and expand her life and career goals. Every day, in big and small ways, Alliance Française improves our community.





The Need

Over the past 15 years in its historical building in downtown Minneapolis, Alliance Française's presence in the Twin Cities community has grown exponentially. In the last five years alone, **membership has increased by nearly 65%**

As a result of this tremendous growth, AFMSP's building, which has been a stimulus for the organization overall, requires a series of investments to support increased programming and ensure long-term stability.



Membership



“ *The Alliance Française of Minneapolis and St. Paul is an outstanding cultural and educational resource for citizens of Minnesota. It is an organization that builds bridges between diverse communities and makes Minneapolis and St. Paul a more cosmopolitan place to live.* ”

-Byron S

Vision for the Future

After careful evaluation and consideration of its options, the AFMSP board and staff leadership made the decision to invest in its current historic building to address accessibility, security, space and energy efficiency, and technology system needs.

1970



1983



1883-1884

N. H. GIERTSEN,
Norway Herring, Fine Teas, Coffees,
Notions, etc. Groceries, Flour
and Provisions. Glassware,
Crockery, Lamps, etc.
Drafts sold. Tickets to and from Europe by the
best lines. 113 North First street.

Today



The Capital Project

Saint Anthony Falls Historic District - 1971



Historic Commercial Building
113 North First Street
circa 1885

Minneapolis Heritage Preservation Commission

“

Alliance Française is a wonderful place to become immersed in the French language and culture without feeling intimidated. It is by far the best resource in the Twin Cities for those wishing to practice their French skills or learn more about Francophone cultures.

”

-Lisa S



Working with an architect who specializes in renovating historic structures, the design process is focused on:

Accessibility

In the current configuration, the reception area, staff offices, restrooms, and the majority of classrooms are not accessible to those with limited mobility. The addition of an elevator, as well as redesigned space, will facilitate greater access and ease of mobility throughout the building.

Security

Security and visitor reception will be improved by relocating the reception desk to the front door at ground level. Presently, reception is up a long flight of stairs on the second floor.

Exterior Preservation

Improvements and repairs to the exterior of the building are essential to prevent long-term costly repairs.

Updated Systems

Overall building systems are outdated and will be upgraded or replaced as needed.

Improved Design

Design changes will create more flexible and defined space to segment areas for children and adult programming, as well as increased space for events, book readings, cinema nights, performances, etc.

“ *I believe Alliance Française is a wonderful group that reflects pride in their heritage and is an invaluable addition and resource for our community.*

-Wanda G

”

Impact of the Campaign

With a successful Campaign to invest in its facility, Alliance Française will be:

- Accessible
- Safe
- Sustainable for the future
- Designed for best use
- Flexible
- Responsive
- Innovative



Projected Campaign Impact, by the Numbers

100%

ACCESSIBLE

50%

INCREASE IN CLASSROOM
CAPACITY

30%

INCREASE IN EARNED INCOME

2000

MEMBERS BY 2020

2x

THE NUMBER OF YOUTH
SERVED ANNUALLY

20%

REDUCTION OF BUILDING
EXPENSES THROUGH IMPROVED
ENERGY EFFICIENCIES



Christina Selander Bouzouina
Directrice Exécutive

113 First Street North
Minneapolis, MN 55401
612-332-0436
directeur@afmsp.org

www.afmsp.org



Historic photos courtesy of the Minneapolis
City Directory and the City of Minneapolis.
Interior building photos courtesy of
EHT Traceries.

Printed by Horizon Graphics.