

ANNUAL REPORT

- 2022 / 2023 -

FONDATION
dialogue
FOUNDATION

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A WORD FROM THE CHAIR

It is with great pride that I present to you the Dialogue Foundation's 2022-2023 Annual Report. This report showcases great accomplishments, as well as the evolution and progression of the organization in the last year.

After a consultation series, we adopted a strategic plan for the Dialogue Foundation, targeting five strategic pillars which will guide the actions of the organization for the three years, which are: funding stability and diversification, visibility and recognition, programming focuses on open dialogue, capacity building, and finally collaborations and committed strategic partnerships.

Furthermore, the 2022-2023 year is marked by the creation of the space for dialogue between diverse Francophone communities, by way of the financing of multiple community projects in the provinces and territories of Canada, and the Rendez-vous de la Francophonie.

As well, we have consolidated partnerships with organizations who orchestrate dialogue and the rapprochement of communities, thus facilitating promising perspectives for the future.

I am very grateful to our partners and our sponsors, in particular to the ministry of Canadian Heritage, for their commitment and their collaboration. Thanks to their support, the 25th edition of the Rendez-vous de la Francophonie 2023 was a success and a grand occasion to celebrate the Francophonie while bringing us together.

I want to equally express my gratitude towards the team members, whose engagement, determination and efforts continue to be the pillars of our success.

Ultimately, I remain confident in our capacity in relieving future challenges and in seizing opportunities that will present themselves, in order to engage in a durable dialogue within the Francophonie and in all the diversity of Canada.

Allister Surette,
Chair, 2018-2023



WORD FROM THE EXECUTIVE DIRECTOR

The past year has been a period of transformation and newness at the Dialogue Foundation, as well as being my first full year at the heart of the organization.

The strategic framework we adopted for 2022-2023, following a series of consultations with francophone communities across the country, as well as two working and reflection sessions with the Board of Directors, has enabled us to better clarify the organization's raison d'être and mission, as well as providing me with clear directions for the years ahead.

In just one year, the team has tripled in size. I'm fortunate to be surrounded by passionate colleagues who believe in the Foundation's mission, and who bring different experiences and backgrounds to the table.

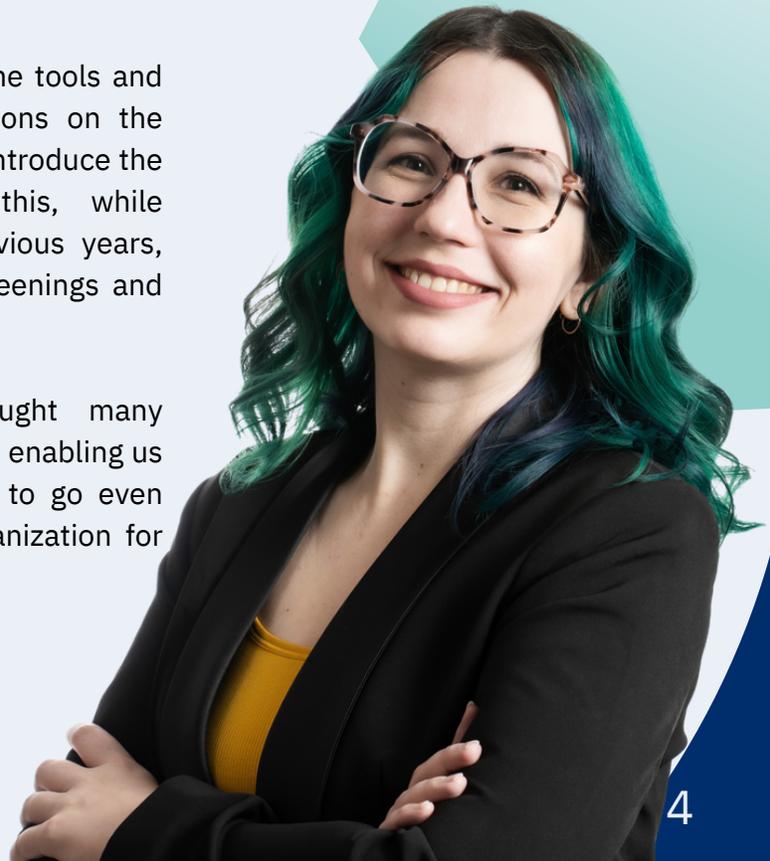
The Dialogue Fondation has also undergone a facelift, with a new brand image and a dynamic website that better reflect the energy and values of the organization, as well as the direction in which we are moving together.

The 25th Rendez-vous de la Francophonie, under the theme of Celebrations, was a time not only to bring our communities together and celebrate our plural Francophonie, but also to introduce several new elements to the programming. We experienced RVFs with spokespeople more present than ever in Francophone communities, creating real opportunities for dialogue and sharing within our communities.

What's more, we improved and increased the tools and support available to community organizations on the ground, enabling them to build bridges and introduce the Francophonie to new audiences. All this, while maintaining the flagship successes of previous years, such as the Just for Laughs Tour, NFB screenings and engaging contests.

In addition, the year 2022-2023 brought many transitions and new developments internally, enabling us to lay the foundations that will enable us to go even further and increase our impact as an organization for years to come.

Ajà Besler,
Executive Director



2022-2023 STAFF



Ajà Besler
Executive Director



Catherine Carle
Manager,
National Projects



Ndeye Khady Ngom
Communications Officer



Fanny He
EDI Project Officer



Audrey Binette
Intern - Project Officer
January - March 2023



Aurélie Kadjo
UX/UI Designer

Laura Mollen
Graphic Designer
May - August 2022

Marie Renée Faye
Communications Officer
April - June 2022

BOARD OF DIRECTORS



Allister Surette
Chair
Nova Scotia



Alain-Michel Sékula
Vice-Chair
Ontario



Chedly Belkhodja
Treasurer
Québec



Liane Roy
FCFA Chair
New Brunswick



Ania Kolodziej
Director
British Columbia



Jenny Matingu
Director
Ontario



Suzanne Jacob
Director
British Columbia



Paula Popescu
Director
Québec



Françoise Sigur-Cloutier
Director
Alberta



Georges Arsenault
Director
Prince Edward Island



Daphné Kathia Rosalbert
Director
Quebec



Claire Thibideau
Director
Ontario



Paulette Duguay
Director
Manitoba



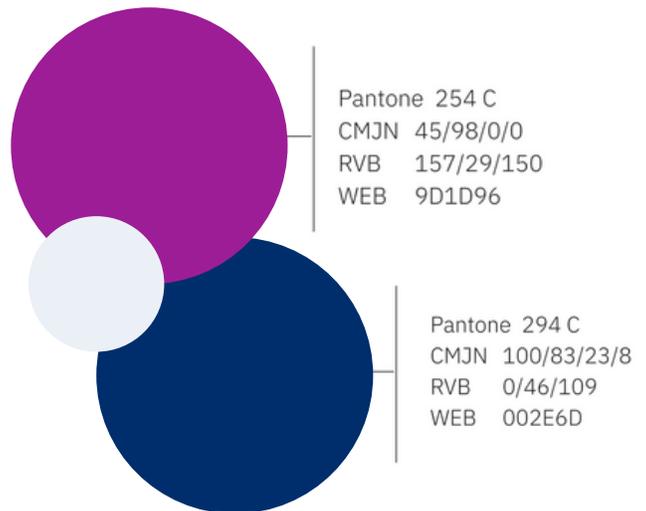
Yvon Godin
Director
New Brunswick

NEW IDENTITY OF THE FOUNDATION

With a new Executive Director since 2021, as well as a new strategic plan to guide the organization, the Dialogue Foundation has unveiled its new identity through the creation of a new website and the unveiling of a new logo on October 6th, 2022.

As a symbol of openness, dialogue, unity, and diffusion, the new logo and website represent our values and our mission to engage in a durable dialogue at the heart of the Francophonie and with all the diversity of Canada.

As Ajà Besler explains after the unveiling: “One of our priorities in the new strategic plan was to make the Dialogue Foundation known as an organization, but also and above all, our projects that are already diffused from one ocean to the other. It was therefore important to have an updated visual identity of the organization, in order to highlight this new chapter of the Dialogue Foundation.



accent colors

PRESENTATION OF THE LOGO



The name is presented in a font that was specially created to express the values of this organization.



The joining between the o and the g creates an infinite cycle where conversations and exchanges of ideas circulate in continuation and rejoin each other in harmony. The letters intertwine like the strong link that unites Francophones from one side of the country to the other.



The “a” represents a speech bubble that is the linguistic expression at the heart of the dialogue. The mauve bubble distinguishes itself as well from the word in order to represent the reach of Canadian Francophonie and its diversity.



Les Rendez- vous de la Francophonie

From March 1 to 31, 2023, the 25th edition of the Rendez-vous de la Francophonie took place under the theme "Celebrations"! It was with this positive, festive and inclusive feeling that the RVF team planned all kinds of activities for young and old alike.

It was also with excellent commitment that spokespersons Eddy King, Quebec comedian, and Alexis Normand, Fransaskois singer-songwriter and filmmaker, brought Francophone culture to life during the month of March and beyond. There were more than 295 mentions of the spokespersons or RVF in media across Canada.



MAJOR INITIATIVES

Virtual poster



6 399

posters viewed
/downloaded

Website



210 026

page views

National contests



94 092

entries

Community events



417

scheduled
events

Just for Laughs Tour



2 046

participants
across 10 cities

Social Media Advertising



761 000

people reached

Community Media Advertising



85

participating medias

28 French-language radio stations from ARC of Canada /
37 bilingual or English-language radio stations from NCRA /
20 newspapers members of Réseau.presse

International Francophonie Day Webinar



1 510

registrations

(in collaboration with Canadian Heritage)

Canada National Film Board programs



394

screenings ordered
/audience of 18,625

NEW ADDITIONS 2023

ALEXIS NORMAND ON TOUR



3280

Participants



30

Shows

For the first time, the two RVF spokespeople went on a cross-Canada tour! For her part, Alexis presented her concert-screening, French Enough, about the realities of being a minority Francophone and the perseverance required.

VIRTUAL CONFERENCE

**Minoritairment majeur:
The art of taking your place, by Eddy King**



40 schools



5192 students

RVF offered the conference, filmed in an Ottawa high school, virtually and free of charge to all schools across the country. A total of 40 schools, representing 5,192 students, ordered and viewed the conference. All participants indicated in the survey that they would like to see this type of initiative again at future Rendez-vous!

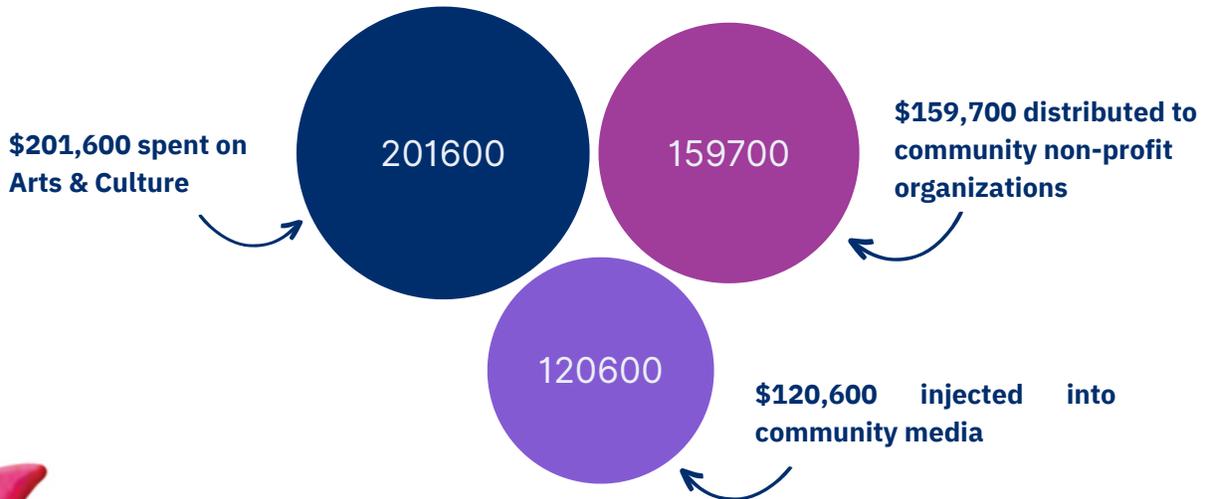




MICROGRANTS

RVF offered 40 microgrants to non-profit organizations to help them organize or enhance an activity as part of RVF 2023. A total of \$65,000 was awarded.

RVF INVESTMENTS



RVF LAUNCH

With over 200 partners and friends of the French-speaking world, Les Rendez-vous organized a grand launch on March 1st, 2023, beginning with a networking cocktail and ending with a comedy show also broadcast live on the web.



TOUT POUR LA MUSIQUE

Organized as part of the St-Jean-Baptist Day musical celebration, Tout pour la musique was broadcast live on UnisTV on June 24, 2022. The show invites all Canadians to unite and show their pride and solidarity with the French-speaking world.

Made possible thanks to the financial support of the Government of Canada, the live show was recorded at the National Music Centre in Calgary.

Hosts:

Wilfred LeBouthillier and Missy D

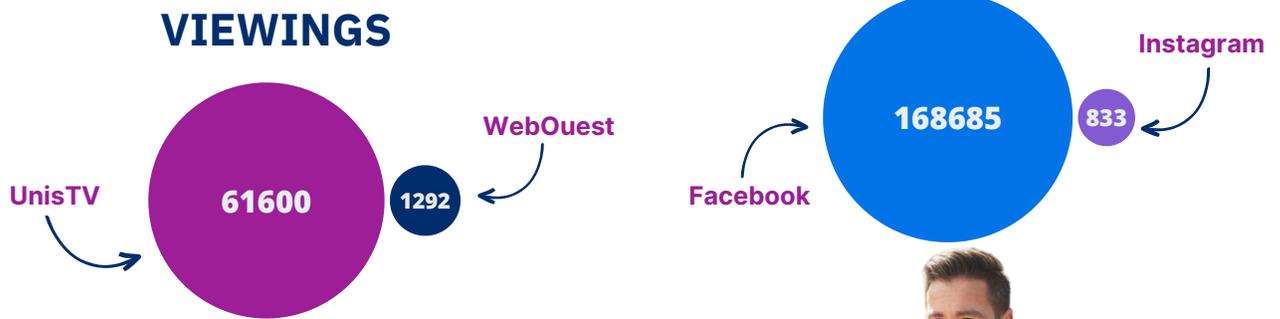
Performing artists:

Corneille, Wilfred LeBouthillier, Martha Wainwright, Missy D, Dans'l'shed, Matiu, Danny Boudreau, Paul Cornoyer, LGS, Maggie Savoie.

Remote artists:

Sophie Villeneuve, Arthur Comeau, AlphaToshineza, Le R Premier.

SOCIAL MEDIA OUTREACH



MEDIA IMPACT

107

Total number of mentions

16.6M

Reached



LINGUISTIC DUALITY / RÉSEAU DE LA DUALITÉ LINGUISTIQUE NETWORK

As a co-founder of the Linguistic Duality Network, whose mandate is to foster positive sentiment towards official languages and promote linguistic duality across Canada, Dialogue Fondation is proud of its achievements in the network.



- Virtually presented September 8, 2022
- Event registration: 2467
- Over 300 views of the post-event recording

2467
Registration

+300
Views

Promotional posts on Facebook for the Official Languages Day reached 20,884 users.

20 884
Users

The general public was invited to enter a competition by registering for the Journée LO event via the Linguistic Duality Network website; 70 people entered a prize draw.

BILINGUAL VIRTUAL BOOK CLUB

This year, for the first time, Dialogue Fondation organized a bilingual virtual book club around the book *Halfbreed*, by Maria Campbell.

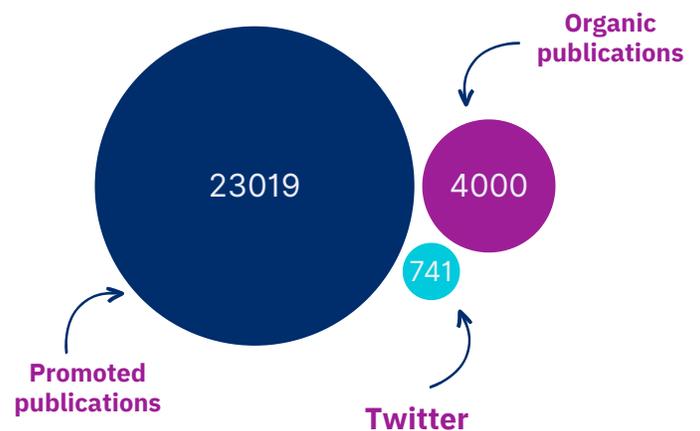
Objective: Promote linguistic duality with participants' second language while reinforcing basic knowledge of Canada's colonial history.

The event had two components:

- Two Zoom virtual meetings to discuss the book with participants, on February 15 for the meeting in French and February 16 for the one in English, with 22 registrations.
- A Zoom literary talk on March 8, on Maria Campbell's *Halfbreed*, recently made available in French thanks to the translation work of Jean-Marc Dalpé and Charles Bender. 46 people registered for this webinar.

MEDIA OUTREACH OF THE LINGUISTIC DUALITY NETWORK

Facebook and Instagram: Users reached



Maria Campbell

Halfbreed

STRATEGIC PLAN 2022-2025

With the support and guidance of O Stratégies, last year the Dialogue Foundation began a process of consultations and surveys with our stakeholders, which concluded this year with a strategic retreat of the Board of Directors in Moncton in May 2022, and in August 2022 we adopted this strategic framework, which will guide the organization for the next three years.

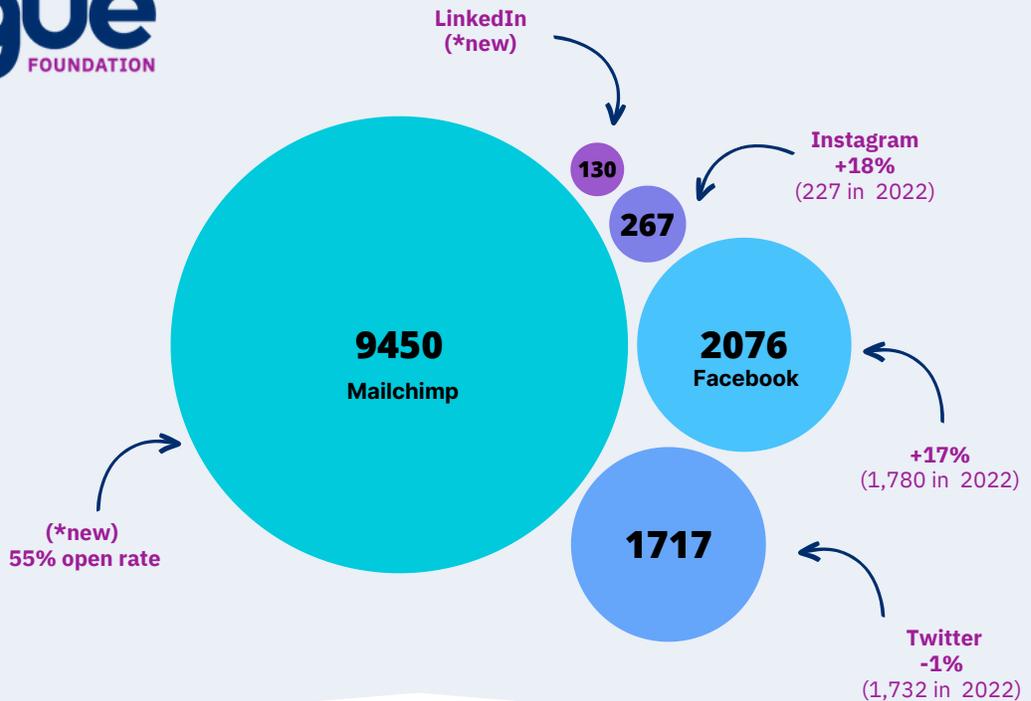
Mission	In a spirit of collaboration, to engage in lasting dialogue within the Francophonie and with all of Canada's diversity.				
Vision	A francophonie that shines in an inclusive Canada.				
Raison d'être	Promote the vitality of the French-speaking world.				
Areas of focus	Funding stability and diversification	Visibility and recognition	Programming focused on open dialogue	Capacity building	Strategic collaborations and partnerships
Objectives	<p>Ensure the organization's financial stability through core operating funding and multi-year grants.</p> <p>Diversify the Dialogue Foundation's sources of revenue.</p>	<p>Develop a new brand image.</p> <p>Develop a strategic communications plan.</p> <p>Ensure an active and visible presence of the Fondation dialogues on the national scene.</p>	<p>Strengthen ties and break down barriers between Francophones and different communities in Canada.</p> <p>Increase understanding and openness in communities through dialogue.</p>	<p>Offer Board members opportunities to strengthen their governance and representation skills.</p> <p>Develop expertise in facilitation and dialogue.</p>	<p>Strengthen and multiply collaborations in each province.</p> <p>Position the Dialogue Foundation as a major player in Canada's associative ecosystem.</p>

EQUITY, DIVERSITY AND INCLUSION INITIATIVES

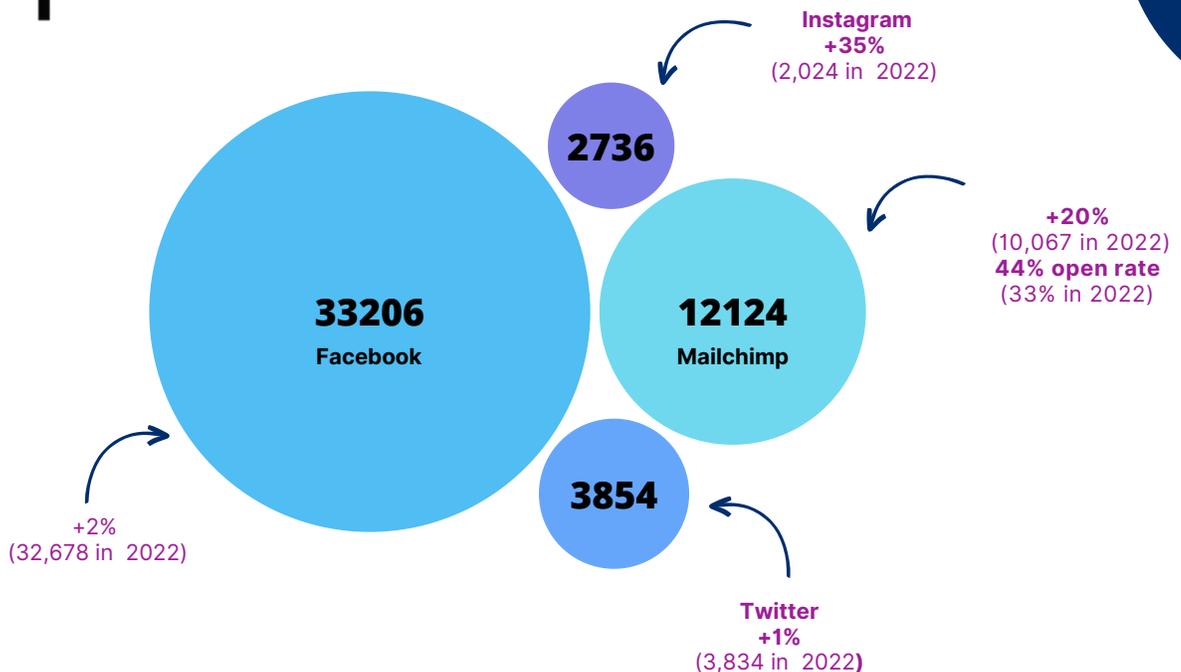
- The Dialogue Foundation is asked to lead various training sessions and activities on issues related to EDI:
 - Workshop on the concept of “by and for” and EDI during a gathering of the Réseau d'immigration francophone national.
 - Workshop on the white privilege at the annual national conference of Pathways to Prosperity
 - Animation of the launch of national immigration week.
- Launch of a resource portal on the Dialogue Foundation website for individuals and organizations wishing to raise awareness of decolonization, EDI, anti-racism and inclusive pedagogies.
- Creation of a series of awareness-raising videos to counter Islamophobia, in partnership with the FCFA.
- Our Executive Director obtained a Certificate in Equity, Diversity and Inclusion from Dalhousie University.



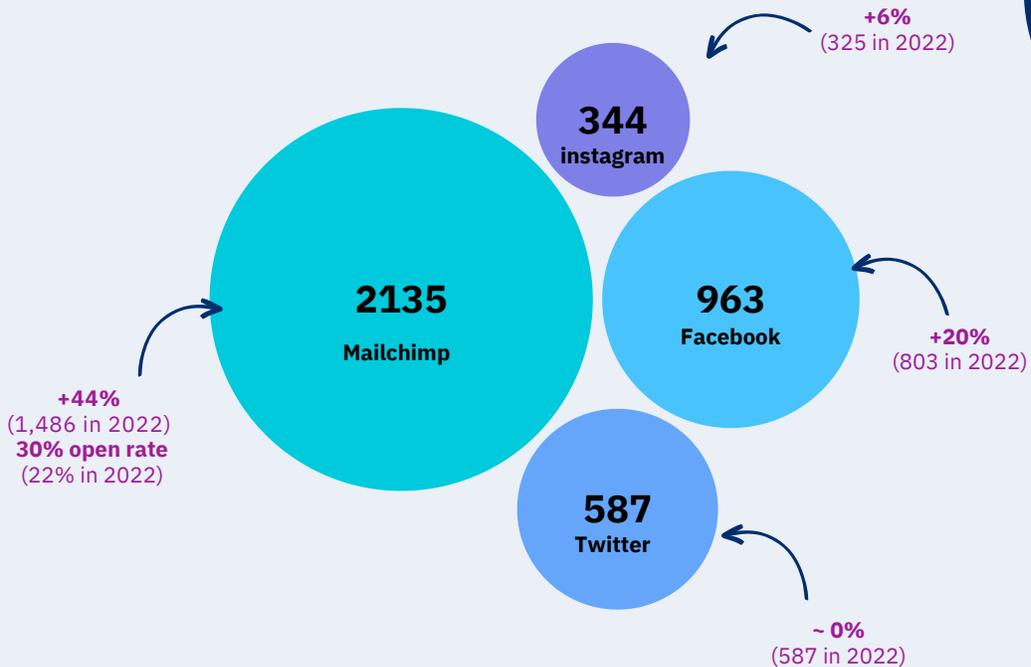
OUR SOCIAL COMMUNITIES



Les
Rendez-vous de la
Francophonie



LINGUISTIC DUALITY / RÉSEAU DE LA
NETWORK / **DUALITÉ LINGUISTIQUE**



dialogue
TOUT POUR LA MUSIQUE

