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CHILD ABUSE PREVENTION CENTER APPOINTS KEY STAFF MEMBERS

ANAHEIM, CALIF. – The [Child Abuse Prevention Center](#) (CAPC) in Anaheim, California, has expanded its senior leadership staff with the addition of Marisol Parand as chief development officer and Bill Tornquist as chief program officer.

With more than 20 years of experience as an executive strategist for nonprofit organizations, Parand will oversee donor cultivation, marketing programs to generate philanthropic support, and prospect research. She has developed and managed numerous fundraising campaigns and specializes in leveraging major donations from private donors, corporations and foundations to maximize their financial impact on program services.

Prior to joining the Child Abuse Prevention Center, Parand served as director of development for Project Hope Alliance and as director of development for Long Beach Rescue Mission. In both roles she was responsible for raising funds through annual campaigns, events, direct mail, social media, planned giving, and foundation and corporate relations. Parand earned a bachelor's degree in psychology in Lima, Peru, and a master's degree in organizational management from University of Phoenix. She is a resident of Rancho Santa Margarita, California.

A 25-year veteran in nonprofit and social services, Tornquist will have daily oversight of all healthcare agency, social service agency and First 5 (formerly the Children and Family Commission of Orange County) grant contract awards and programs provided through the county of Orange. He will also oversee program operations, develop program policy and procedures, and conduct program assessments and data evaluation. Tornquist was most recently the clinical manager for behavioral health insurance at Health Net in Huntington Beach.

He holds a master's degree in counseling from California State University, Fullerton, and a bachelor's degree in social science/psychology from the University of California, Irvine. A resident of Aliso Viejo, California, Tornquist is a licensed marriage and family therapist and a certified Residential Care for the Elderly administrator.

CAPC is Orange County's leading not-for-profit organization focused exclusively on prevention and intervention of abuse. Since its founding in 1983, CAPC has provided services to more than 300,000 children, young adults and parents throughout Orange County.

The organization serves at-risk children and families in crisis to prevent and break the generational cycle of abuse and matches families with professional caseworkers who work with them directly in their homes. CAPC also works with children, adolescents, adults and seniors in crisis who need intervention services for depression and suicidal ideations. The center employs 97 professional staff members, two-thirds of whom provide direct services to families in need. In 2018, the center's programs served more than 11,500 at-risk children, young adults in crisis and families.

More information about the Child Abuse Prevention Center can be found at www.brightfutures4kids.org or by calling 714-543-4333.

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Marisol Parand



Bill Tornquist