



Feliciano "Frank" Manuel Cruz Jr.

June 6, 2025

Feliciano ("Frank") Manuel Cruz, Jr.

Feliciano Manuel Cruz, Jr. was born on a university campus, at Central Luzon State University, Philippines. He was nurtured from the very beginning in a world of ideas, inquiry, and learning. The son of two devoted educators—his mother, a University of the Philippines and Columbia University alumna, and his father, a graduate of University of the Philippines Los Banos (UPLB) and Oklahoma State University—he was raised in an environment where curiosity was limitless and the pursuit of knowledge was a way of life.

He earned academic degrees from Central Luzon State University in the Philippines, Kasetsart University in Thailand, and Colorado State University in the United States. Guided by the intellectual legacy of his parents, Feliciano's journey was marked by a deep commitment to scholarship, compassion, and purpose. His work and presence touched the lives of many across borders and generations.

His pursuit of education led him to post-University and Master's studies in the United States. Continuing the agricultural path of his parents led Feliciano (or Frank, or Turbo, or Franco as the Americanos know him) to Colorado State University in Fort Collins, Colorado. He asked his love, Madeline, to move to the US, where they got married and started a family and had one child, JR

(Justin Rocky). If you ask JR if Frank and Madge wanted to have other kids, he will tell you they got it right the first time so no need to. (JR will also tell you that his parents named him "Rocky" because he was conceived during Rocky II at the Holiday Twin Drive In Theater. He was actually named after where he was born, in the Rocky Mountains).

Although hard to distill, three themes stand out when people talk about Frank.

Frank was "walang hiya" and always spoke his mind with his sharp wit. It also made him a shrewd negotiator, particularly in his work as a real estate agent. And while what he would say would get most people in trouble, his smile would charm people.

Frank was also very creative, which was mainly expressed in his cooking-- food was his love language. Anyone who tasted Frank's food always asked why he didn't start a restaurant and would ask for his recipes. Frank would openly give his recipes to people, but like any art, there was a touch that could not be recreated. Frank's creativity was also expressed through written word. The eloquence in his prose would often catch people by surprise as he purposefully spoke English with an accent.

Most of all, Frank was generous, nurturing, and always gave what he could to everyone he met. Frank's nurturing disposition could be seen in his green thumb, as he loved plants and could make anything grow. Orchids were his particular passion. Frank and Madge would also host international students, each of whom immediately became family. Frank would always look for ways he could help people and what he could give them, even if it meant he had to sacrifice and not have for himself. This was fully displayed when his wife Madge got sick and he was her unwavering caregiver. His actions in caring for her exemplified the definition of love.

Frank was a beloved husband, a devoted father, and a cherished brother of his siblings: Emmanuel (Thelma) Cruz, Adele (Alejandro) Tongco, Emilio (Ella) Cruz, and Michael (Ruth) Cruz. He is preceded in death by his sister, Patricia (Charles) Teller. He will be lovingly remembered by his nieces and nephews, who knew him as "Boss Kokoy" as early as they could speak since he would spoil them: Charmaine, Cheryl, and Charina Cruz; Benjamin and Tanya Teller; Tara Tongco Rojas and Brent Tongco; and Edgar, Cornelio, Karla, Joshua, and James Cruz.

His memory lives on in the hearts of those he loved and those who loved him.

A Visitation and Rosary Service will be held Thursday, June 26, 2025, between 5:00 PM and 7:00 PM at Goes Funeral Care, 3665 Canal Dr., Ft. Collins. Funeral Mass will be celebrated at 10:30 AM Friday, June 27th at St. John 23rd Catholic Church, 1220 University Ave, Fort Collins. He'll be inurned at Grandview Cemetery at 11:30 Saturday, June 28. A special celebration of Frank's life will be held, beginning a little after noon Saturday, June 28, 2025 at Block One Events, 428 Linden St., Ft. Collins.

Previous Events

Visitation and Rosary

JUN 26. 5:00 PM - 7:00 PM (MT)

Goes Funeral Care
3665 Canal Drive, Suite E
Fort Collins, CO 80524

Mass of Christian Burial

JUN 27. 10:30 AM (MT)

Saint John XXIII Catholic Church
1220 University Avenue
Fort Collins, CO 80521

Interment

JUN 28. 11:30 AM (MT)

Grandview Cemetery
1900 West Mountain Avenue
Fort Collins, CO 80521
<http://www.fcgov.com/parks/grandview.php>

Celebration of Life

JUN 28. 12:30 PM - 3:00 PM (MT)

Block One Events
428 Linden Street
Fort Collins, CO 80524

Tribute Wall



“ Goes Funeral Care & Crematory created a Webcast in memory of Feliciano "Frank" Manuel Cruz Jr.



Goes Funeral Care & Crematory - June 24, 2025 at 03:28 PM

AH

“ You're always with me, in my dreams, In random thoughts, Can't believe you're gone. You're passing is heavy on me my dear friend, much heavier than what I could handle. Just wanted to see you again, at least one more time. I had hope to see you again multiple times, but never thought you would leave before I can see you again. I wish Earth has swallowed me before I knew you had passed. I should have never left your house but I had no choice, and you know that. I love you Feliciano, always have and always will, infinite love.



Ahmed - September 19, 2025 at 12:26 PM

AH

“ I love you Frank. I will always carry you in my heart ❤️ you will always be in my thoughts



Ahmed - June 30, 2025 at 06:48 PM

BI

“ ❤️🙏🙏



Bill - June 28, 2025 at 12:48 PM

BI

“ Why i still can't believe you're gone.



Bill - June 26, 2025 at 04:55 PM

GE

“ I have never met a more crazy-cool guy than Frank. He was a good person who always spoke his mind and his sense of humor is infamous; anyone who spent any length of time with him should know how funny he was while speaking his mind freely! He was my friend and there will forever be a hole in my heart with his absence. I miss him very much.

Genevra - June 26, 2025 at 10:53 AM

AL

“ Frank,

Thank you for introducing me to my first duck meal in Oklahoma. Traveling with you and JR was always an adventure. You were always true to yourself and said whatever was on your mind, whenever you wanted to. Lots of it resulted in laughter. You lived a life true to yourself. Most importantly, you lived a life of devotion to your wife, your son and your extended family. I didn't know you for long, but I knew how wonderful of a person you were. You were funny and caring. It's comforting to know that you're in heaven with your wife. You raised a wonderful son. Cannot wait to meet again.

*Love,
Allison*

Allison - June 23, 2025 at 11:50 PM

RP

May of 2008, my family & I flew to Colorado to spend a week with you & Mady. Upon arrival at the Denver airport, we met up with Jun, Amy, Steven. They stopped over for a week vacation with you guys also. You & Mady were gracious hosts. You have always been a planner. You had itinerary planned out for each day of the week. We started with early morning breakfast prepared & cook by the chef (you). And before we started out you distributed "baon" (lunch kits) to each of us. I even suggested that we could just pick up some food along the way. You just smiled & replied "we don't have time for that ". We all ate in the car while Gene (my husband) was driving the Suburban that was packed with people & food. You took us everywhere. It was indeed a fun-filled vacation time. Although it was the beginning of summer we had snow during those days; hence we had snowball fights along the way. We never had that amount of snow in Houston nor in Thailand. We were in awe with the beautiful sight of snow over there!!! I'm so ever grateful for the few times our family got together. We will surely miss you, my dear brother-in-law. You have joined my sister Madge & the rest of the family who had gone to meet our merciful & loving God. We'll always keep you in our prayers. Rest in peace. Till we meet again



Rebecca T Perry - June 26, 2025 at 01:50 PM

AH

“ Oh dear Feliciano, you left before I could see you again. I am in loss of words to describe my feelings when I knew about your passing. May your soul rest in peace and may you be in a place better than our place. I had a unique strong relationship with Frank while I lived with him for about 3 years in Fort Collins, during my undergraduate years at CSU. We were as close as best friends can be and more, we had amazing times together, during the summers, winters, springs and falls, ups, downs ...

I stayed with Frank temporarily for the first time in July & August 2021 then moved to an apartment by Plum St at the beginning of the fall semester. I used to walk to Frank at some nights to watch a movie with him and he'd prepare some snacks for us ... if it was cold, I would sleep over, if it was not, he'd give me a peach or a plum right before I leave back to my apartment. I used to see the students partying and playing on campus on my way back, but my time with Frank was much more fun than any party in town. I moved in with Frank in 2022 and we were living as a family... helping and supporting each others. Frank and I also shared meals, ideas, experiences, stories, secrets. He was an amazing cook and I was lucky to enjoy some of his authentic Filipino cuisine. Also, Frank was one of the most giving and generous people I've ever met. Frank was challenged physically and had some critical health concerns, and I think and I hope that I did my best to help him and make him feel happy and comfortable.

I left the U.S. in August 2024 after finishing my degree and returned to Saudi Arabia, carrying plans and hopes to return and see him again. But fate had another plan, and he departed before we could reunite.

You'll forever live in my heart, Frank. I will always cherish our time together, and I will always love you.





Ahmed - June 19, 2025 at 06:08 AM

GE

You were always there for him, this I know. He liked you very much, and it was obvious that you deeply impacted his quality of life while you were here.

Genevra - June 26, 2025 at 02:37 AM

BI

“ *In Loving Memory of Feliciano Frank*

It's hard to put into words what Feliciano meant to me. He wasn't just someone I was close to, he was like family, a father when I was studying abroad. Losing him has left a space in my heart that words can't fill, but I'm grateful for the time we shared and the moments that will stay with me forever.

I remember the simple routines that became part of our bond. I'd cook for him, steak, macaroni, mashed potatoes, making sure he ate well. He always had his favorites, and seeing him smile after a good meal meant everything. I'd walk Kazma and Champ, his beloved dogs, and I could see how much joy they brought him, even on the hard days. They were more than pets they were part of his world, and caring for them felt like caring for a piece of him.

I also had the honor of helping him take care of his wife, who couldn't move on her own. He loved her deeply and never wavered in his devotion, and I tried my best to support him in that love. Even when dialysis made things difficult, he stayed strong, always thinking of others before himself.

Frank had a quiet strength, a deep kindness, and a heart that gave without asking for anything in return. I miss our conversations, his laughter, his presence. I miss him every day.

I find peace in believing he's at rest now, reunited with peace and free of pain. He may be gone, but the love he gave and the lessons he taught me in compassion, loyalty to his beloved wife, and care will live on in me, always.

Rest in peace, Frank. You were deeply loved, and you will never be forgotten.

Bill - June 16, 2025 at 10:44 PM

BI

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