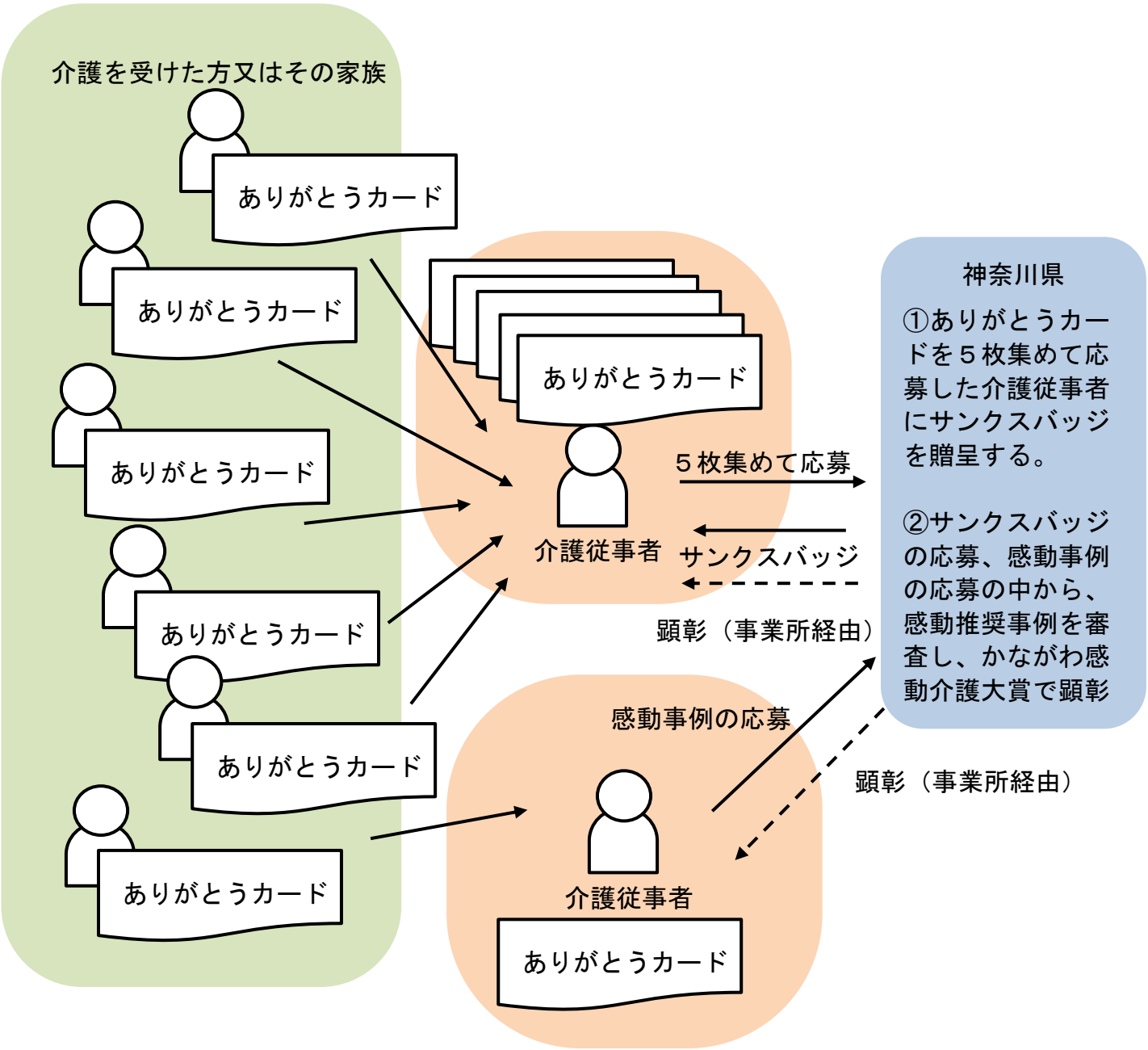ありがとうカードの取組概要